

ENG. R. PEDUTO

# Graphics Standards Manual

**NJ TRANSIT**

McCarter Highway & Market St.  
P.O. Box 10009  
Newark, N.J. 07101





This document was prepared under a cooperative agreement between the New Jersey Department of Transportation and the Tri-State Regional Planning Commission.

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NJ TRANSIT

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January 30, 1981

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Public transportation in New Jersey has high visibility because of the volume of equipment, facilities, and associated customer information aids it utilizes. This is disaggregated over a complex of mass transit services and alternatives as provided by approximately 280 bus companies, several commuter railroads, and two port authorities. These elements collectively provide the basis for a planned identity in their appearance and performance, forming both an initial and strong impression to the users of NJ TRANSIT's transit operations. These operations are unique, serving as a regional bridge linking major population centers in New York and Pennsylvania. Consistent and coordinated use of elements such as symbols, signs, schedules, advertising and promotional material can go far in improving the understanding of NJ TRANSIT's local and inter-state transit services, image enhancement, and efforts to increase ridership.

Presently, public transportation in New Jersey is at the crossroads in ownership, and now is the time to create the framework for a uniform identity, as a basic marketing step to increase the overall productivity of New Jersey's transit services. This is necessary because customer information systems comprise a vital link between New Jersey transit services, and the public they serve. Lack of this accurate and coordinated customer information and the uncertainty of how to get it has led to a lack of confidence that discourages use. The information dissemination effort will be more effective when strong, simple, consistent information is provided uniformly.

For the current transit customer, travel on New Jersey system routes other than his/her regular one will be encouraged because he/she is reinforced and assisted by familiar markings and identifications. To the occasional or potential rider, consistent markings and identifications make the various transit services available in New Jersey easier to understand and use - encouraging ridership and generating revenue.

Uniform identity and consistent information dissemination, and the resultant benefits, can be most effectively provided through a systemwide Graphics Standards Program. The most important aspect for success of a Graphics Standards Program is in its implementation. Standards for application and use of all elements are set so that various operators and suppliers are provided with guidelines to enable them to carry out the program as it is intended. The development of a Graphics Standards Manual which defines shape, size, proportion, color, and material in all nominal uses would be an integral part of the program not only for those who will reproduce its efforts, but also would serve as an instrument to visually express a statewide marketing program and would give the transit authorities directions and advice on how to continue and expand upon the program.



This manual has been prepared for NJ TRANSIT to serve primarily as a management guide standardizing NJ TRANSIT's graphics/customer information aids applications.

Through the successful use of this manual, NJ TRANSIT will strive to achieve these basic objectives:

1. To increase ridership among all modes of New Jersey's public transportation system through a coordinated system of information aids which:
  - increase public awareness of transit
  - make transit service easier to understand
  - integrate bus/rail, bus/bus interfaces
  - interrelate various county transit services
2. To develop a manual that is comprehensive, simple to use, and effectively coordinates the myriad visual elements which identify NJ TRANSIT.
3. The graphic format and design of the various information aids contained in the manual should communicate clearly to potential customers, encourage use and be adaptable to future changes and communication needs, be operationally practical, and be able to be implemented at a reasonable cost.
4. The manual should not only depict the graphic elements, but also delineate application guidelines and detailed specifications, to facilitate fabrication and production of the various graphic elements.
5. Recognizing the disaggregated state of NJ TRANSIT's transit services, standards should be adaptable allowing individuality of identity within a common framework.



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The scope of the program outlined in this manual includes all NJ TRANSIT's graphic/customer information aids applications, and corporate communication forms. This includes, but is not limited to:

1. NJ TRANSIT symbol and applications development.
2. Coordinated information/signing system for the passenger rail system of the State of New Jersey.
3. Basic bus stop sign, trailblazer, and family of street signage.
4. Color/typography/pictography standards and general specifications.
5. Bus exterior graphic standards.
6. Rail car exterior graphic standards.
7. Corporate vehicles exterior graphic standards.
8. Bus and rail car roller destination sign standards.
9. Basic pocket timetable(s) format.
10. Rider guide(s) format.
11. System maps format.
12. Bus terminals information system and identification.

By others - Areas of design not within the scope of this manual.

Cap height - The vertical dimension of the upper case letter "X".

"Y" dimension - The horizontal dimension in which the message is to be letter-spaced.

Internal illumination - A sign whose face is illuminated by its own internal source.

External illumination - A sign whose face has special external illumination directed onto its face.

Non-illuminated - A sign which is illuminated by ambient light, no special means of illumination is provided.

Designer - NJ TRANSIT staff position or consultant with the responsibility of final design development.

Message - The word or symbol content of a sign.

Background - The space around words or symbols.

Component - An individual element or information aid.

Proportion - The size of a symbol, or stripe as a percentage of the size of an object on which it is placed.

Panel - Describes a single sign or piece or other material.

Peelable adhesive - Adhesive which does not permanently bond to a surface, can be removed with a special release solvent.

Single face/double face - Sign is read from one or two directions. Message appears on one or two sides of a single sign panel or completed sign assembly.



This manual is to be used as a basic guide by all NJ TRANSIT personnel, consultants, and suppliers engaged in the planning, design, fabrication, installation, and maintenance of NJ TRANSIT's graphics/customer information aids applications. ADHERENCE TO THE STANDARDS OF THIS MANUAL AND OFFICIAL NJ TRANSIT POLICIES AND PROCEDURES FOR CONTROL OF GRAPHICS IN EFFECT BY NJ TRANSIT, WILL ENSURE CONSISTENCY AND UNIFORMITY THROUGHOUT THE ENTIRE PROGRAM.

#### Standardization of Application

Each component should be utilized only for the specific purpose(s) described in the manual and associated specifications. Identical conditions should always be marked with the same type of sign, if possible. All signs, including those not specifically covered in this manual, must be submitted to the NJ TRANSIT Department of Marketing and Customer Services for approval.

As a reference for final design development, the contractor should become familiar with actual size comprehensive artwork prepared for the schedules, system map, and basic bus stop sign.

The manual is composed of four interrelated parts for specification, development, and production purposes.

- 200      General Specifications: depict and describe graphic standards applicable to a variety of components.
- 300-      Graphic Applications: depict and describe graphic standards by application  
700      categories. Each section contains components which meet specific requirements or conditions.
- 800      Material Specifications: describe supplemental technical information related to specific suggested production/installation methods for some components.

Associated mounting drawing details developed separately depict suggested fabrication and assembly details for signage and should be incorporated into this manual when available. Based on a general understanding of the intended use (application) of each component, the user may select those appropriate components to meet his needs from the Graphic Applications sections. Each component in these sections is cross referenced to information related to Material Specifications, where applicable.



Because of the varied complexities of information needs which exist throughout NJ TRANSIT's transit services, the designer should think in terms of the totality of the visual communications problems within NJ TRANSIT and not just solving individual component needs. The designer must look at these problems from a systems approach.

The system concept suggested in this manual is constructed of a number of components categorized into various applications, all interrelated to some degree. These components will vary in format and function depending upon the information needs of the customer in various stages of trip planning or transit use. While the needs will necessarily vary among existing, occasional, new customers, and visitors, all will benefit if information is presented in a consistent manner and format.

The most important standard in this system, evolving from research by NJ TRANSIT's staff and the consultant during this program, and essential to the implementation of the standards suggested herein, is simplification and consistency among NJ TRANSIT bus and train route names and destination terminology. Consistency in use and format among the:

Destination Signs  
Schedules  
Signage

Applications of the route names and destinations will help reinforce this information and prevent confusion among customers.

The system suggested in this manual is based upon the following graphic design principles, which in effect, are the philosophy which should guide future design development:

1. Message:

Brevity will encourage understanding and retention of information by customers and allow maximization of letter sizes for perception of three-dimensional applications. It also simplifies the planning, design, and production of components. Generally, two-dimensional graphics and artwork should be multi-purpose, easily adaptable to three-dimensional applications by reproductive processes.

2. Typography:

Helvetica Medium and Helvetica Regular caps and lower case, are the official typography of NJ TRANSIT. All applications shall utilize this type style. Helvetica Medium is to be used for all type requirements except where Helvetica Regular is noted, such as copy. All sign messages shall be upper and lower case unless specified otherwise.



3. Format:

Adaptability to periodic information changes is accomplished by means of a modular format among most 2-D and 3-D applications. Information is segmented allowing modification, such as an increase, decrease or change of information without reproduction of the entire component.

4. Color/Finishes:

Color is used as a basic element of NJ TRANSIT's identity in the form of a unifying blue/magenta/orange stripe serving as a thematic visual element which bonds all 2-D and 3-D applications together as symbolizing "NJ TRANSIT". The blue/magenta/orange stripe is a bold chromatic combination whose visual impact draws attention to the location of NJ TRANSIT transit information. Black and dark bronze are neutral background colors used for display of "unique" information. In all printed applications this neutral background shall be opaque black; in signage and architectural applications, this field shall be mineral brown for street signage and rust brown for station signage.

5. Quality Control:

For purposes of maintaining high quality control, section 800 of this manual specifies production standards, which as a minimum should be adhered to by all vendors engaged to supply NJ TRANSIT with applications depicted in this manual. NO MATERIAL OR PRODUCTION METHOD SUBSTITUTIONS OR DEVIATION FROM COLOR STANDARDS SHALL BE MADE WITHOUT PRIOR AUTHORIZATION AND APPROVAL OF THE NJ TRANSIT DEPARTMENT OF MARKETING AND CUSTOMER SERVICES.

In addition, vendors shall adhere to all quality assurance policies and requirements of NJ TRANSIT in effect at the time of procurement regarding:

- a. Inspection of finished components during fabrication
- b. Access to the vendors' plants for inspection of workmanship and materials
- c. Rejection of material and workmanship which does not conform to specification and accepted practice
- d. Defective work repair and replacement
- e. Work damaged in shipment or installation

There are flexibilities incorporated into the design of many of the components which allow the user to tailor the design to specific application requirements. For all the applications, functions such as location, message content, and degree of changeability, will have to be resolved by the user.

The material in this manual is subject to updating or changes at the discretion of NJ TRANSIT. Comments or questions concerning the material contained herein may be directed to the Department of Marketing and Customer Services.







The NJ TRANSIT symbol and logotype is the principal component used for identification within the system. It should not be utilized where the identification of NJ TRANSIT's presence is already known, such as vehicular directional signage within station parking lots.

The word TRANSIT is part of the corporation's name and should always be in Helvetica Medium all caps.

A single color positive reproduction is preferred whenever possible. Stationery, advertising, signage, vehicle identification, and signature type applications are in the positive. Preferred color is black on a white background, however, one of the other colors used in a layout such as reflex blue or mineral brown may be used for economy. For architectural signage and printed applications, negative reproduction should be used only when a dark value or tinted glass background exists. Where a variety of colors will be utilized, such as on schedules, color consistency can be maintained by a negative reproduction. The logotype should never appear in the negative as a stamp, but rather dropped out of the background color of the item.

The slogan version should be utilized only in advertising/promotional printed applications, never in identification type applications. To maintain legibility, no reduction shall be used where the slogan size is less than 6 point type.

The symbol is depicted on a grid background for purposes of construction, enlargement and reduction. Note that the height of the symbol (X) shall be used to specify size of logotype.



Positive Reproduction



Negative Reproduction

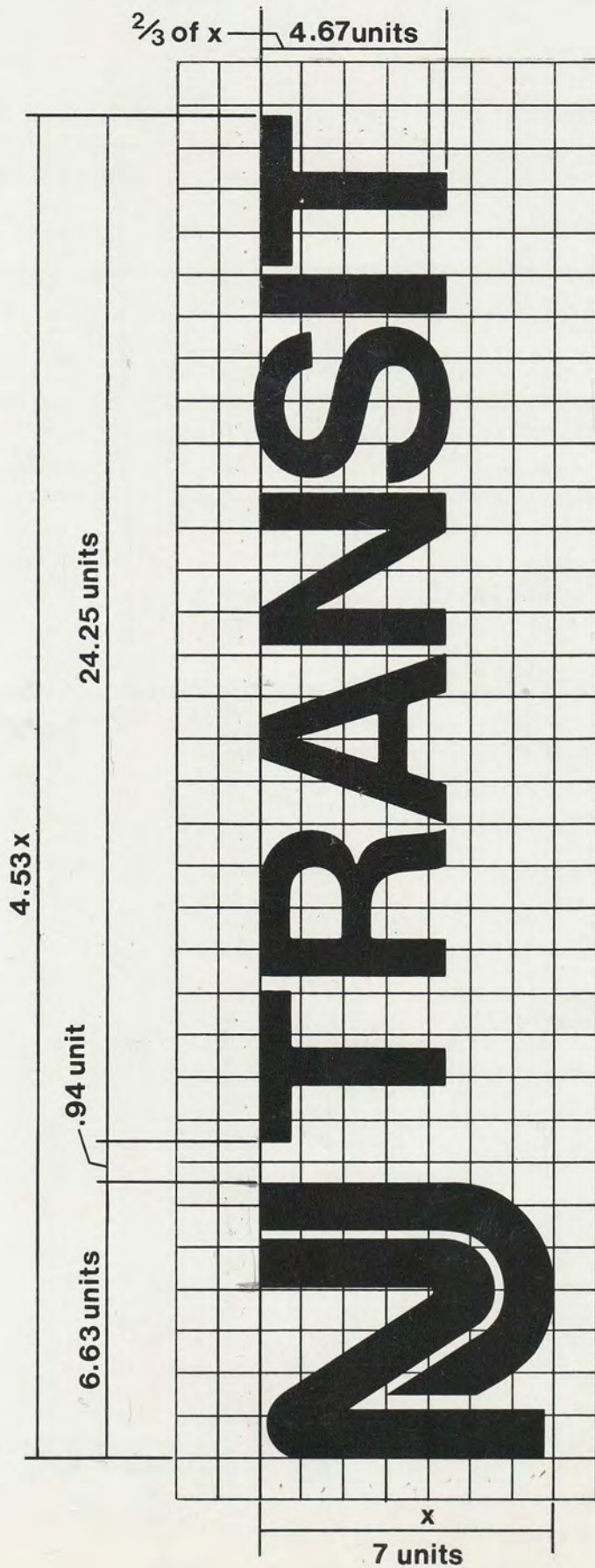


Slogan Version



McCarter Highway & Market St.  
P.O. Box 10009  
Newark, N.J. 07101  
201-648-7300





The NJ symbol with name TRANSIT below is an abbreviated version of the logotype, which should be utilized only in applications where the NJ TRANSIT identity is well established. It is not a substitute for the official logotype and is intended for specialized applications.

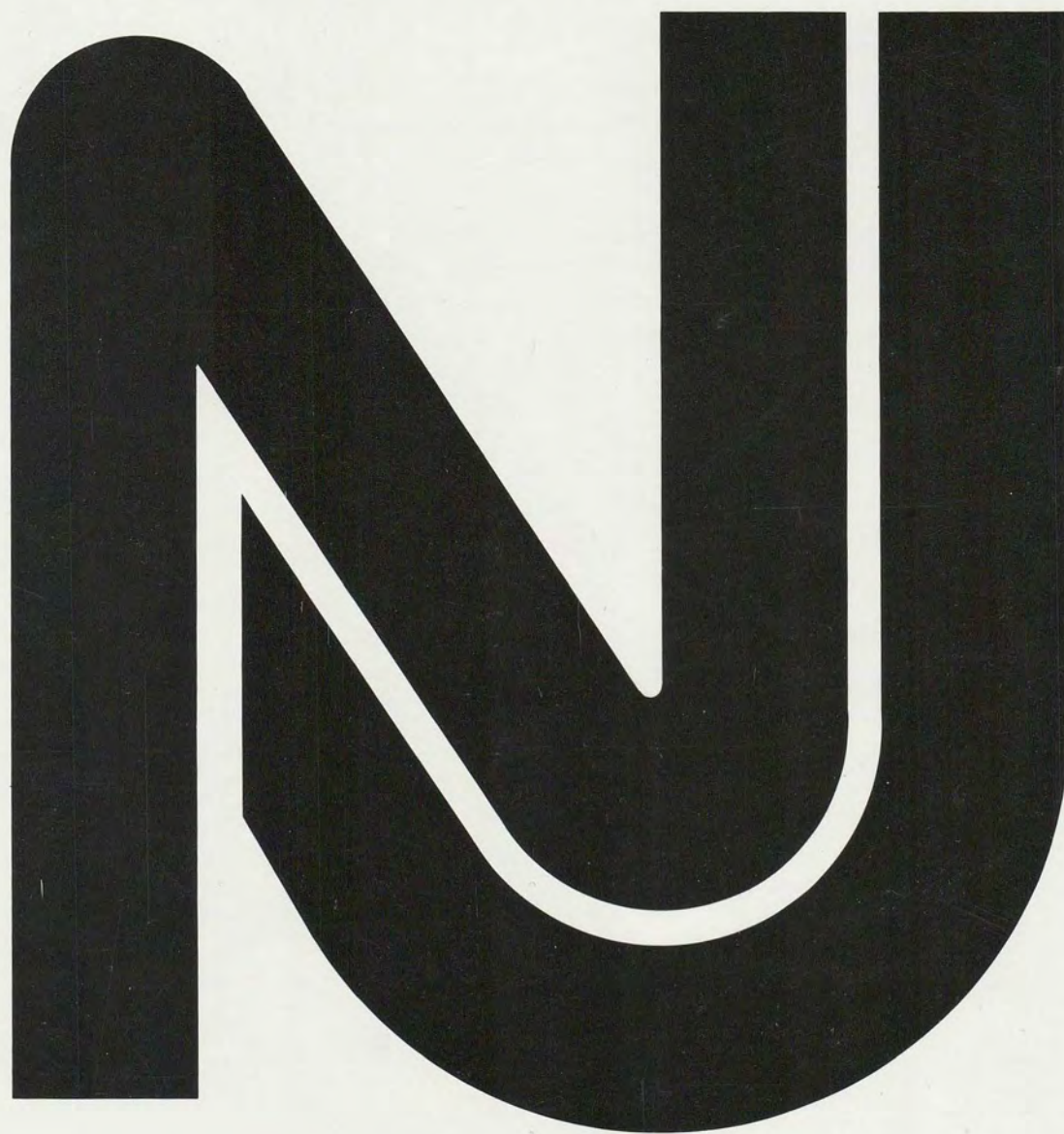
These include signage or the ends of vehicles where space is too constrained to use the logotype proportions. It may also be utilized in applications where the NJ requires emphasis.

A single color positive reproduction is preferred wherever possible. Varying the color among the characters which form the symbol, or the name below is not an acceptable reproduction. For architectural signage and printed applications a negative reproduction should be utilized only when a dark value or tinted glass background exists.

To maintain legibility, no reduction shall be used where the name TRANSIT is less than 6 point type.

The word TRANSIT is part of the corporation's name and shall always be Helvetica Medium all caps.





**TRANSIT**



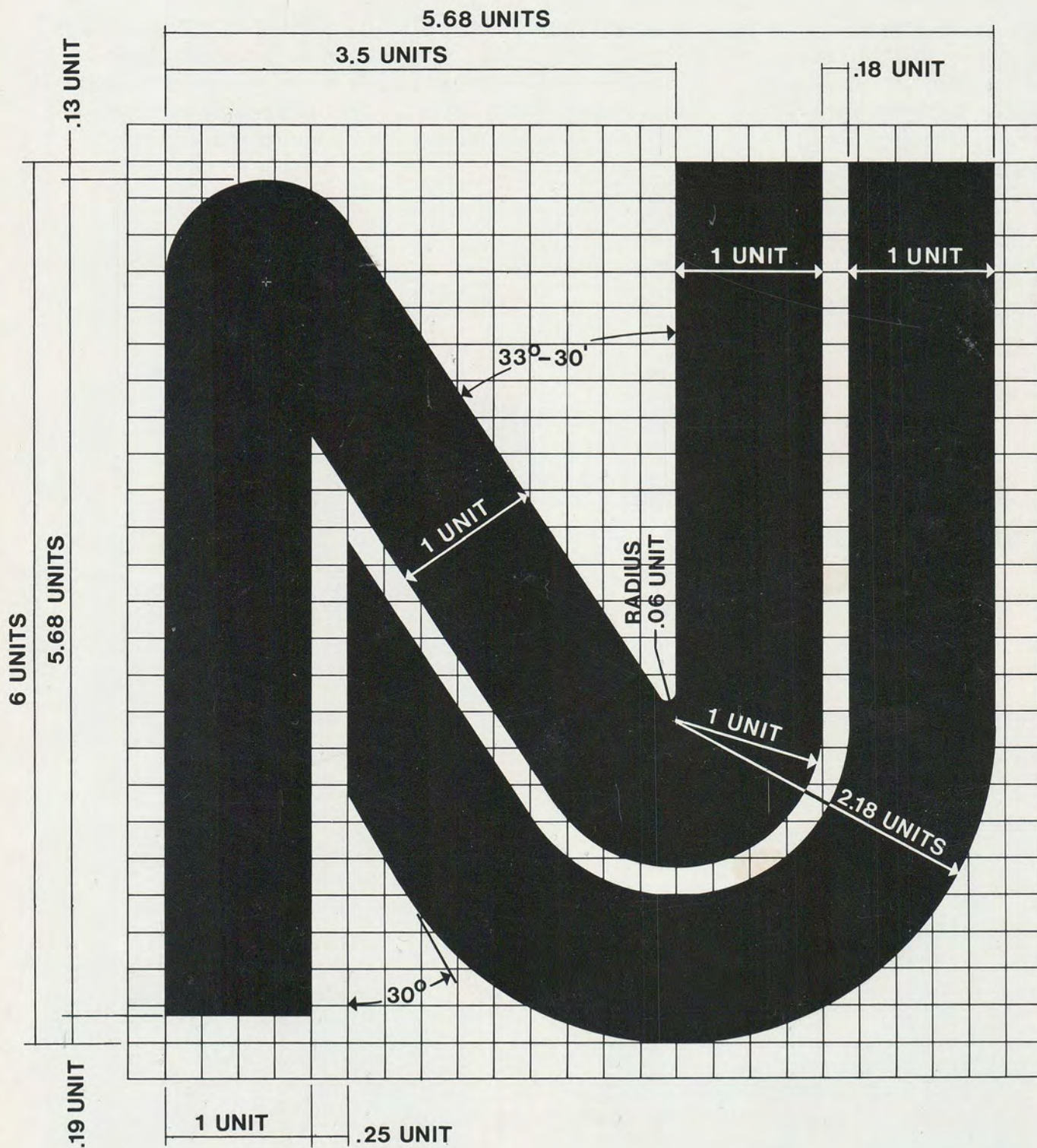
The NJ symbol construction shall be utilized to accurately maintain the proportions of the symbol throughout a variety of applications and sizes. It is also the basis of any copyright claims on the symbol, which legally requires that reproductions of the symbol conform to the proportions delineated here.

The units of measurement remain the same throughout enlargement or reduction. The basis of size is a unit, which is  $1/6$  the height of the symbol and also is the stroke width of the letters which make up the symbol.

The height of the symbol shall be used to specify the size of the logotype. Note that this dimension extends to the bottom of the radius of the letter "J".

To maintain legibility no reduction shall be used where the symbol size is less than  $1/4$ " high.

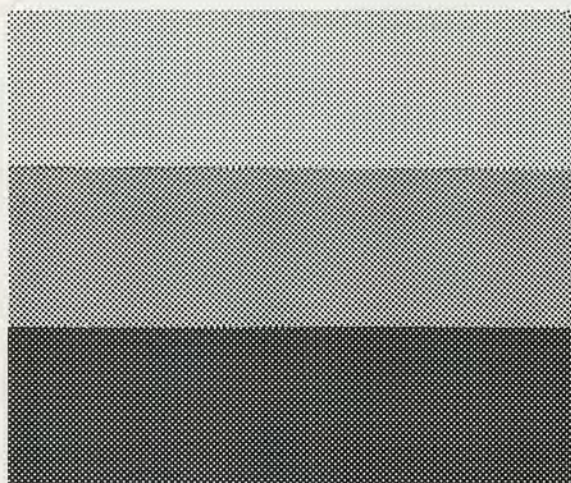
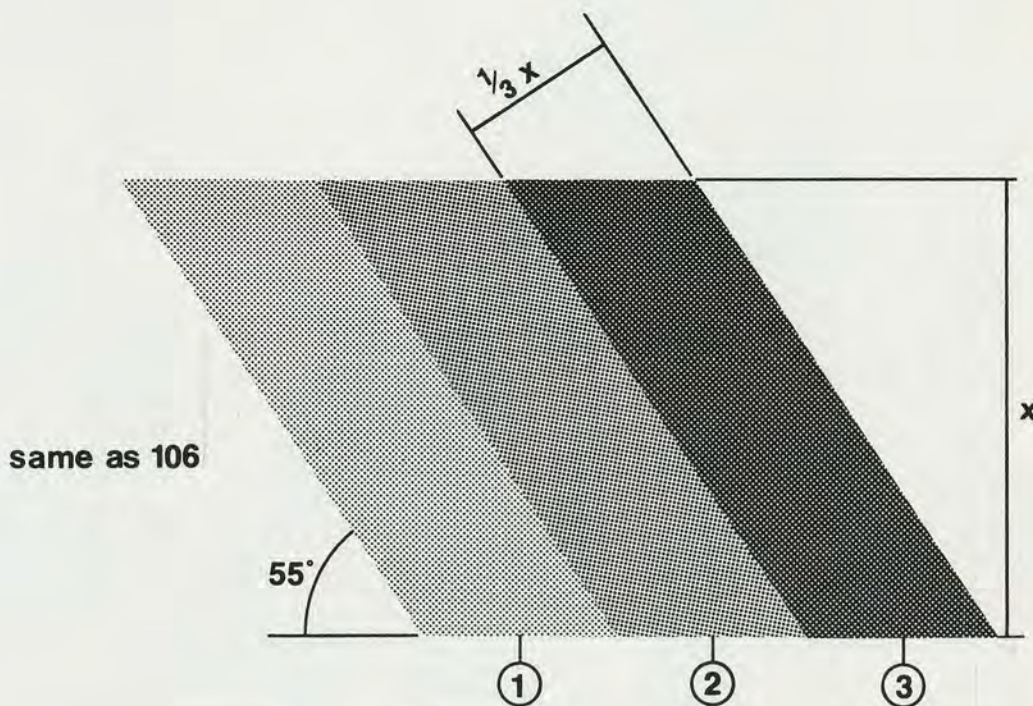




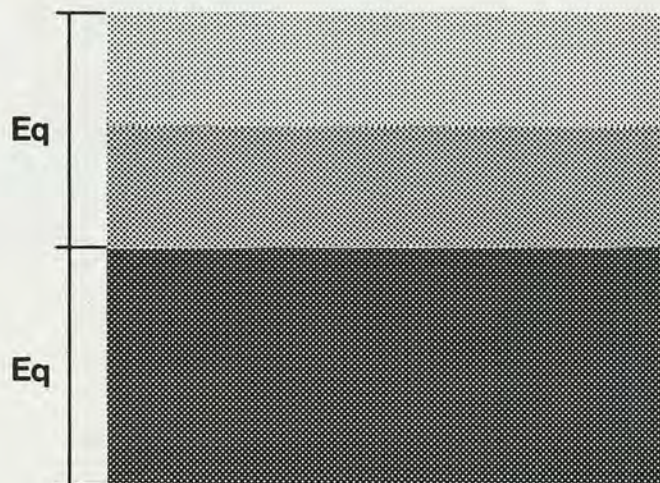
GRID = .25 UNIT



The color stripe is a thematic element used to identify NJ TRANSIT in a broad range of applications. It is used independently, or in association with the logotype in three forms. The diagonal stripe is used in unconstrained horizontal background space such as printed or station signage applications. The horizontal versions are used in constrained horizontal and/or vertical background space such as street signage.



**Equal Horizontal Version**



**Unequal Horizontal Version**



The signature is composed of the logotype in combination with the diagonal stripe in the proportions depicted here.

The signature is the official corporate identification to the public. Its use will help establish and maintain recognition of the corporation's logotype and colors.

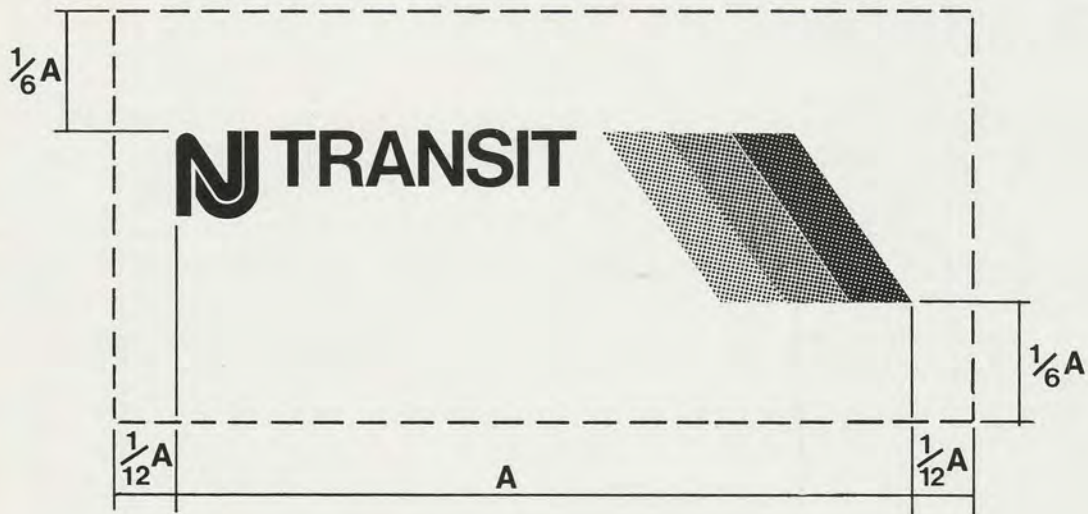
Typical printed applications include corporate stationery, envelopes, business cards, policy statements, and the annual report. Typical three-dimensional applications would include corporate vehicles, corporate offices, and rail and bus maintenance facilities.

Because the signature is composed of typography and a shape, two distinct and dissimilar visual elements, it is most effective graphically when sufficient surrounding space is provided in its display so as not to detract from this visual relationship.

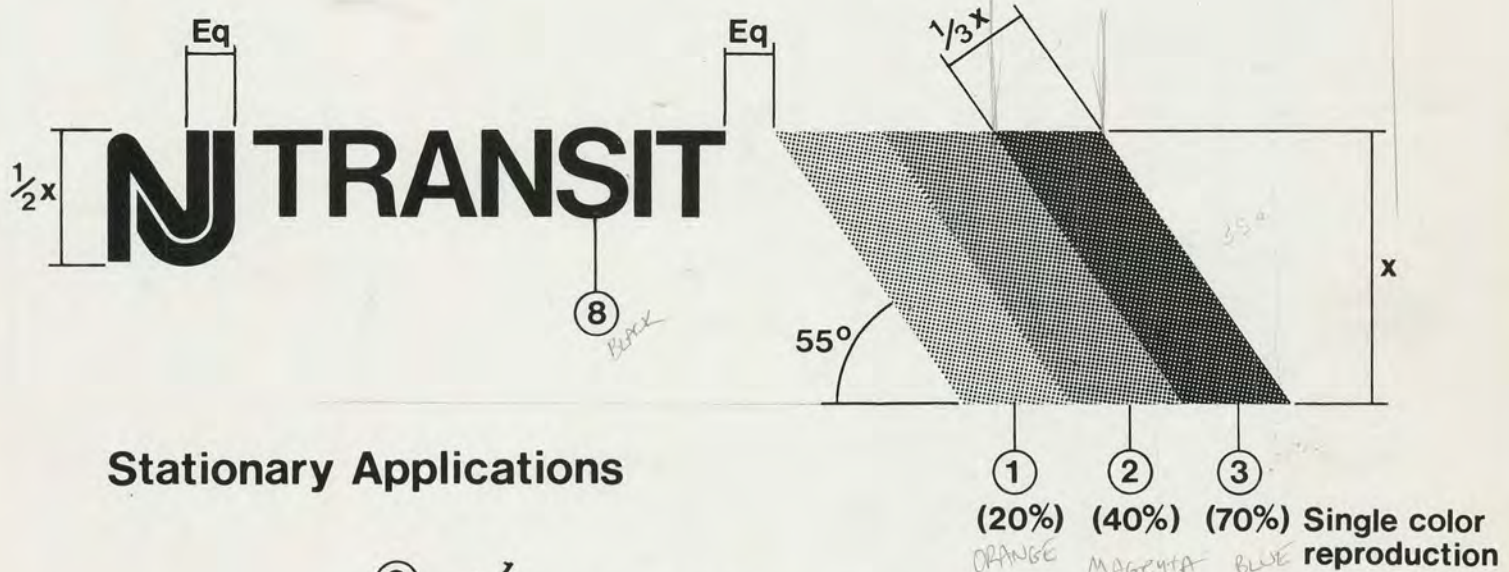
All three-dimensional applications must be reproduced in full color. Single color reproduction, using the screen percentages shown here, is an acceptable, but less desirable version for printed applications where multi-color or process printing is not utilized.

When used on stationary applications, the logotype shall always be on the left side of the stripe. In motion applications, such as vehicles, the logotype shall precede the stripe in the direction of motion of the vehicle. This maintains consistency between vehicular and stripe motion dynamics.

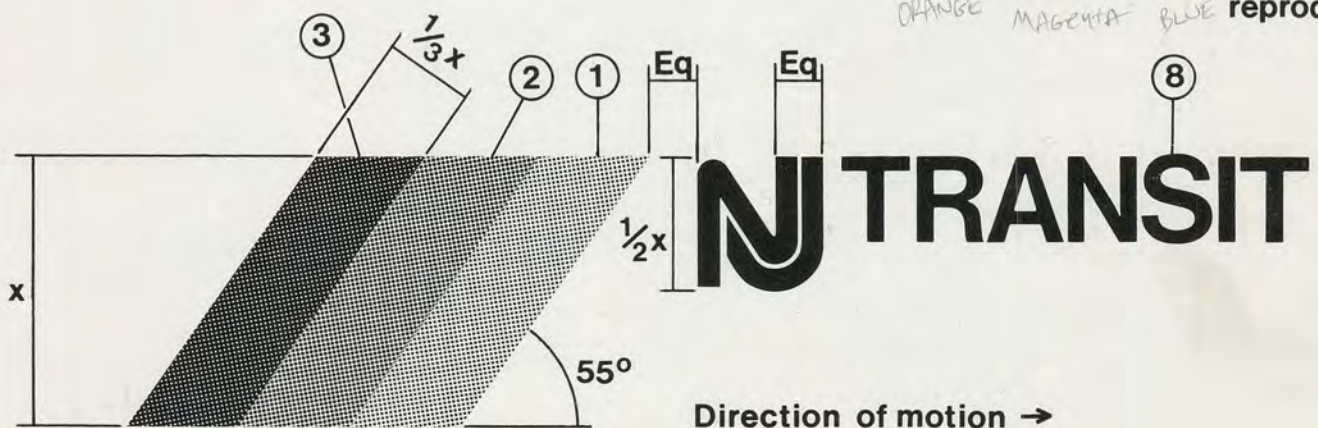




Minimum Display



Stationary Applications



Motion Applications



Helvetica is the official typography family for the NJ TRANSIT system. The applications depicted in this manual use Helvetica Medium and Helvetica Regular caps and lower case.

All sign messages are to be in upper and lower case unless specified otherwise.

Helvetica Medium is to be utilized for all type requirements except where Helvetica Regular or other weights are noted.



**ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ .,-:;! '&?  
abcdefghijklmn  
opqrstuvwxyz  
\$1234567890**

**ABCDEFGHIJKL  
MNOPQRSTU  
WXYZ !?&  
abcdefghijklmno  
pqrstuvwxyz .,:!' -  
\$1234567890**



Careful consideration must be given to the spaces between characters in signage and printed applications. Most sign manufacturers and typographers will not utilize the many spacing charts found in sign manuals. This manual recommends normal letter spacing for all applications.

#### Line Spacing:

Consistency of spacing between lines is essential to good legibility. As a rule of thumb for larger type sizes for signs, the spacing between base lines should be 1.5 times the cap height. This means that the measurement from one base line of copy to the next base line is equal to the capital height times 1.5. For printed applications the line spacing for body copy should be leaded 1 point.

#### Suggested Type Sizes For Schedule Inside Pages:

Headings	—	18 point Helvetica Medium
Body Copy	—	10 point Helvetica Regular leaded 2 points or equiv.
Schedule Timetable	—	6 point Helvetica Regular leaded .8 point or equiv.
Schedule Timepoints	—	6 point Helvetica Medium leaded 1 point or equiv.

#### Word Spacing:

Spacing between words on signs shall be  $\frac{3}{4}$  the cap height. Thus lettering using 3" high caps will have  $2\frac{1}{4}$ " between words. This space also applies to abbreviations, initials, or other similar lettering.

#### Signage Margins:

Minimum left, right, top and bottom spacing shall be  $\frac{3}{4}$  of the primary message cap height, or nearest dimension if standardized sign blanks are used.



# Composition

Spacing not approved (Tight)

# Composition

Spacing approved (Normal)

# Composition

Spacing not approved (Wide)

Cap Height  
The quick  
1/2 Cap Height

Cap Height  
1 1/2 Cap Height  
Related lines  
2x Cap Height  
Unrelated lines  
Depot  
area  
Trains

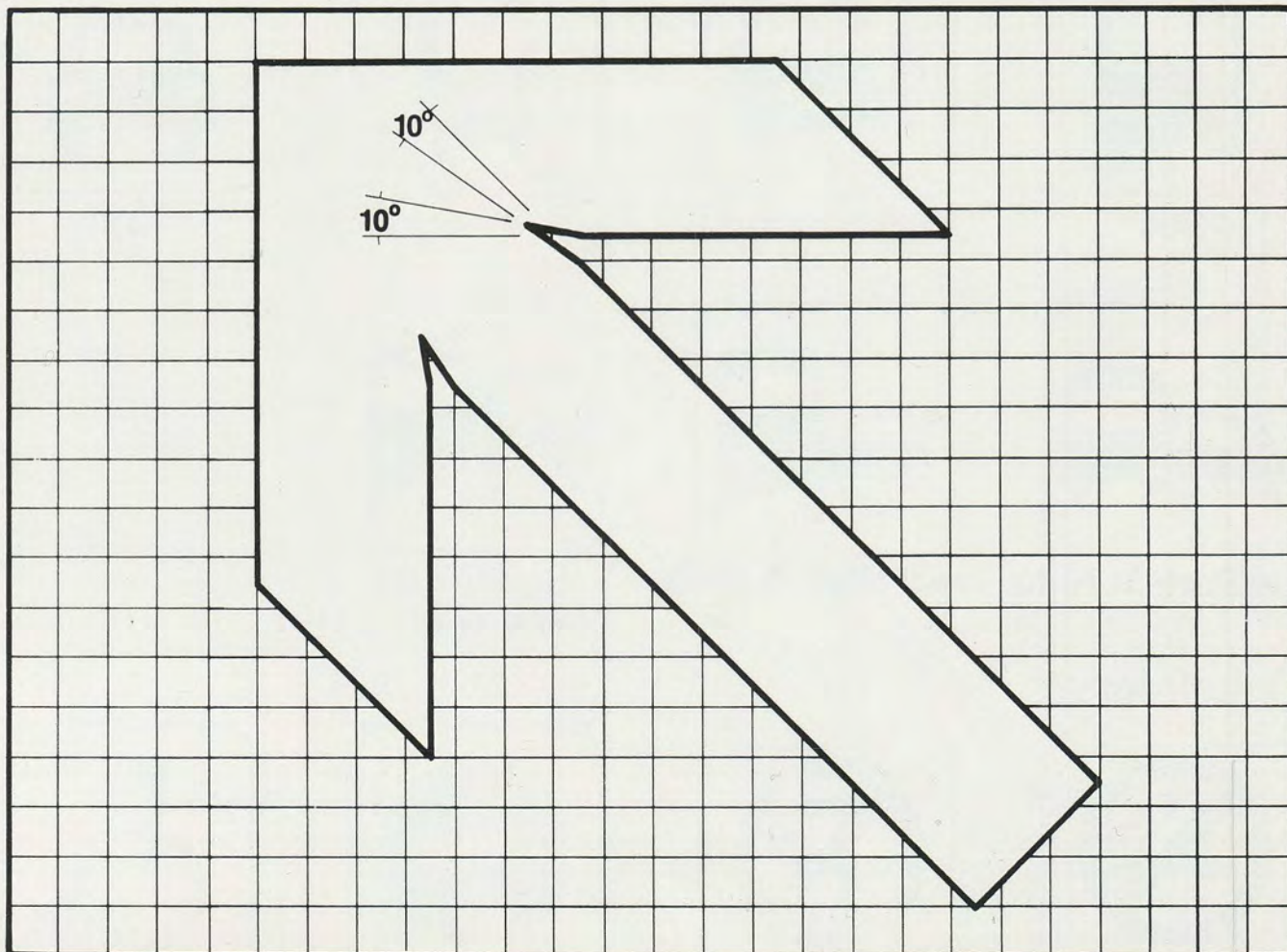


The arrow, like other characters of the alphabet, has certain format and proportions. Depicted is a standardized arrow which should be used for all signage applications.

Arrow height varies according to sign functional category:

Trailblazers	approximately 2 x message cap. ht.
Vehicular Directional Signs	1-1/2 message cap. ht.
Pedestrian Directional Signs	equal to message cap. ht.

Where lighter weight type is used, adjust arrow weight.





Illustrated here are official symbols, and their purpose, to be used in the system. Some symbols are unique to NJ TRANSIT's operation, others are national standards.

When standard symbols are used they should conform closely to the "United States Department of Transportation" system of symbols. For information contact the National Technical Information Service, Springfield, Virginia 22151, Document DOT-05-40192.

For traffic regulatory symbols refer to the "Uniform Traffic Control Devices" of the State of New Jersey.

All printed and street signage applications shall be positive, all architectural applications shall be negative.

## Modal



**Bus**



**Bus Stop**



**Train**



**Taxi**



**Bus Park 'n Ride**



**Train Park 'n Ride**



**Bus/Train  
Park 'n Ride**

## Regulatory



**No Smoking**



**No Parking**



**No Entry**



**Handicapped**



## Public Services



Telephone



Men



Women



Toilets



Bag Lockers



Lost and Found



Elevator



First Aid

## Passenger Processing



Information



Ticket Purchase



Waiting Area



Track Crossing

## Concession



Restaurant



Coffee Shop



Shops



As a general rule of thumb, for both pedestrian and vehicular signs, use 1" cap letter height for each 50 feet of viewing distance for minimum legibility. This is applicable providing the intended viewing angle does not exceed 30 degrees. A sign which must be comprehended from 300 feet will require 6" cap letter height.

The Helvetica Medium and Regular letter styles required by this manual will retain 75% of legibility distance when viewed at an angle of 45 degrees.



Printed:

All messages on printed material shall be set flush left, ragged right. Wherever possible, efforts should be made in the page composition to visually relate or align message groupings, paragraphs and headings.

Signage:

Where multiple messages appear on a sign, they shall be set flush left with the arrow in the left margin. Where single messages appear on a sign, they shall be centered with the arrow centered below. This eliminates the need for right and left hand versions on double face signs.

**The quick  
brown fox jumped**

**The quick  
brown fox jumped**



NJ TRANSIT's color palette consists of several basic colors utilized throughout a variety of applications. The uniformity of these colors should be strictly controlled among all NJ TRANSIT's graphic applications.

Color systems for NJ TRANSIT colors are as follows; future color selections should utilize these sources as much as possible.

**Printed:**

Pantone Match System (PMS)  
Pantone, Inc.  
461 Eighth Avenue  
New York, New York 10001

**Painted:**

Duracron/Duranor Enamel Coatings  
PPG Industries  
125 Colfax Street  
Springdale, Pennsylvania 15144  
[REDACTED]

Imron Polyurethane Enamel  
E.I. Dupont DeNemours & Company (DP)  
15 Stern Avenue  
Springfield, New Jersey 07081  
[REDACTED]

**Screened:**

Wornow Products Department  
1218 Long Beach Avenue  
Los Angeles, California 90021

Wyandotte Paint Products Company (WD)  
P. O. Box 255  
Norcross, Georgia 30071  
[REDACTED]

**Film:**

Scotchcal & Scotchlite, Film (3M)  
Minnesota Mining & Manufacturing Company  
15 Henderson Drive  
West Caldwell, New Jersey 07006  
(201) 575-2000

Deviation or use of equivalent products through local New Jersey suppliers should meet with the performance qualities for the above finishing sources.

In the applications depicted in this manual the NJ TRANSIT thematic blue/magenta/orange stripe is typically used in combination with a white or dark field as symbol or unique message background. In all printed applications this dark field shall be opaque black; in all bus stop, trailblazers, and park n ride signage, this field shall be reflex blue. Street signage shall use mineral brown color for posts, hardware, and background on pylons; rail stations shall use rust brown color for background, posts and hardware.



Similar manufacturers stock colors are indicated for reference only.

KEY NO.	COLOR	PRINTED	PAINTED	FILM (3M) CONTROLTAC 180 SERIES	FILM (3M) SCOTCHLIT 680/580 SERIES
①	Orange	(PMS) 165	(DP) 24592-U	NJTA-12	RQ31847
②	Magenta	(PMS) 246	(DP) 5129-U	NJTA-11	RQ31848
③	Blue	(PMS) Reflex Blue	(DP) 67060-U	NJTA-10	RQ31846
④	White (Vehicles)	- - - -	(DP) 508-U	180-10	9290
⑤	White (Signage)	- - - -	- - - - -	180-10	9290
⑥	Mineral Brown (Street Signage)	- - - -	(PPG) UC-50096	- - - -	- - - -
⑦	Rust Brown (Rail Station- Signage)	- - - -	(PPG) UC-50094	- - - -	- - - -
⑧	Black	(PMS) Opaque Black	(DP) 99-U	160-32	- - - -
⑨	Red	(PMS) 485	- - - - -	- - - -	- - - -
⑩	Charcoal	- - - -	(DP) 67259-U	- - - -	- - - -
⑪	Stainless Steel Metallic	- - - -	(DP) 826-A6-009	- - - -	- - - -
⑫	Green	(PMS) 354	- - - - -	- - - -	- - - -

(PMS) Pantone Match System  
 (DP) E. I. Dupont DeNemours & Company  
 (3M) Minnesota Mining & Manufacturing Company  
 (PPG) PPG Industries



APPENDIX # 3NJ TRANSIT GRAPHICS STANDARD COLOR MANUALALKYD INDUSTRIAL ENAMEL FOR  
STEEL SURFACES ONLY

COLOR	COLOR CODE NUMBER OF				
	DU PONT COMPANY	SHERWIN WILLIAMS	BENJAMIN MOORE	M.A.B PAINTS	NORTH JERSEY PAINT CO.
ORANGE	31-G-30P	B54E01195-4313	071-65	54452	460
MAGENTA	5129 DH	B54R01196-4313	071-38	-	462
BLUE	42811 DH	B54201197-4313	-	54454	463
WHITE	508 D	B54W01198-4313	071-08	54455	325
WHITE	508 D	B54W01199-4313	-	-	-
MINERAL BROWN	35-A-30P	B54N01200-4313	071-64	54456	466
RUST BROWN	34-A-30P	B54N01201-4313	071-60	54457	461
BLACK	93-005	B54B01202-4313	071-82	54458	64
RED	29-E-30P	B54R01203-4313	133-23	-	464
CHARCOAL	43-K-30P	B54A01204-4313	-	54459	465
STAINLESS STEEL METALLIC	5563 D	B59S01205-4313	161-00	74-087	468
GREEN	09-C-30P	B54G01206-4313	-	-	467





①

Orange

PMS 165



②

Magenta

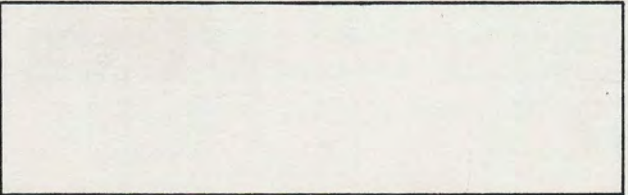
PMS 246



③

Blue

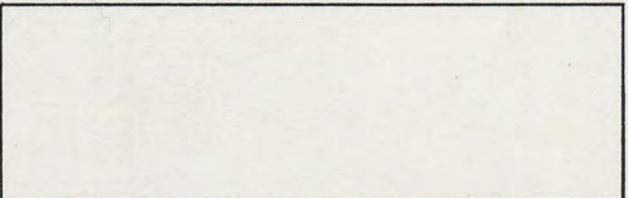
PMS Reflex Blue



④

White

DP 508-U



⑤

White

3M 180-10 Signage



⑥

Mineral Brown

PPG-UC-50096



⑦

Rust Brown

PPG-UC-50094



⑧

Black

PMS Opaque Black



⑨

Red

PMS 485



⑩

Charcoal

DP 67259-U



⑪

Stainless Steel Metallic

DP 826-A6-009



⑫

Green

PMS 354



Adaptability to periodic information changes is accomplished by the following recommended methods:

**Bus stop and station directional signs:**

Both pole and post mounted signs may be changed by removing adhesive backed vinyl decal containing the message. Message decals should be applied to the sign panel and butted solid to prevent any gaps in the sign as a whole. The message decal may be completed in the NJ TRANSIT or vendor shop ready for field installation.

**Vehicular directional signage:**

One-line related messages may be added via a separate sign panel of equal width. Messages requiring two or more lines or unrelated messages require a separate sign at another location. Messages and arrows may be revised by applying a local vinyl patch with the same letter size and background color. Where the message is obsolete the entire sign panel should be replaced as soon as possible with one of equal width.

**Schedules and system maps:**

Time, date, or copy changes may be accomplished by mechanical or computer-generated deletion of old information and insertion of new copy and composition adjustment. Revisions should maintain the same type size, spacing, and graphic format.

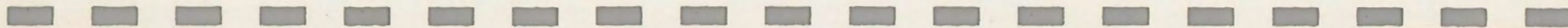


The most durable materials, within a reasonable cost, have been specified for the applications in this manual to minimize maintenance. To cope with vandalism NJ TRANSIT should establish maintenance procedures, based upon suppliers' recommendations, for repair and replacement of components. These maintenance procedures should list the best available products and procedures to deal with specific maintenance problems, such as graffiti.

Surfaces having vinyl die cut graphics or decals should have non-abrasive cleaning methods to minimize nicking or edge damage.

Significant repairs on sign structures and panels should be performed by the original supplier or outside sign company who are qualified and experienced in the use of the materials utilized.







NJ TRANSIT corporate forms are non-public items and not a part of this graphics standards manual; however, basic design guidelines are delineated here so that these forms should graphically interrelate and maintain a planned visual identity. These guidelines apply to, but are not limited to:

- Inter-office memoranda
- Individual memo pads
- Purchase order forms
- Statements
- Accounting forms
- Invoicing forms

**Typography:**

Helvetica Regular upper and lower case should be used throughout for line items and text. Helvetica Medium upper and lower case shall be used for page headings, or where headings are used in combination with text. Text and line items should not be less than 8 point and type size variations on any form should be minimal and consistent among categories of similar information.

**Format and layout:**

A common format and layout should be used among similar forms as much as possible, particularly for the positioning and size of the logotype. Sizes for all forms should be standard 8-1/2" x 11" or maintain one of these dimensions for filing and word processing equipment. Line items and headings and text should be aligned and the principles of emphasis and subordination should be used in organizing the layout.

**Color:**

Corporate forms shall be printed single color reflex blue on white bond or self copying duplicate forms.



## DESCRIPTION (applications 301 - 313)

NJ TRANSIT's fleet is comprised of a variety of bus and rail car models, from different manufacturers, acquired over a period of time. When the many types and age of corporate vehicles are added to this list, the problem of visually coordinating their identity is rather complex. As the body lines, scale, and proportions vary among even the passenger carrying vehicles, the goal should be to create a family resemblance. The NJ TRANSIT logotype, symbol, and blue, magenta, orange stripe scaled in proportion to the vehicle size and type serve as the unifying visual element among NJ TRANSIT's fleet.

## APPLICATION GUIDELINES

Tricolor stripe and logotype shall be symmetrical on both sides of vehicles. Stripe shall continue over roof of buses, but stop at top side corner of locomotives. Stripe shall be partially applied over vent louvers, doors, and blocked-out windows, if necessary.

Symbol should be located on the front end of buses, either directly applied on new equipment, or replacement message on shields of existing equipment. Symbol should be located on the front of locomotives, and the exposed ends of rail cars.

Vehicle numbers should be located on four sides of buses and rail cars (if not already on existing number boxes), and front and sides of locomotives.

Exact fare information, access symbols, and other regulatory information should be located aft of the front door, or on the door itself if a plug type door is used.

### Colors:

Paint shall be Dupont "Imron" polyurethane or equivalent on refinished vehicles and standard white on new buses.

White - 508-U	— Refinished buses and corporate vehicles
Charcoal - 67259-U	— Window stripe of rail cars and buses
Platinum Mist - SWF42SC2	— Body color of locomotives
Black - 99-U	— Roof and underbody of locomotives (underbody should be standard acrylic enamel)
Orange - 24592-U	— Diagonal stripe locomotives
Magenta - 5129-U	— Diagonal stripe locomotives
Blue - 67060-U	— Diagonal stripe locomotives



**Markings:**

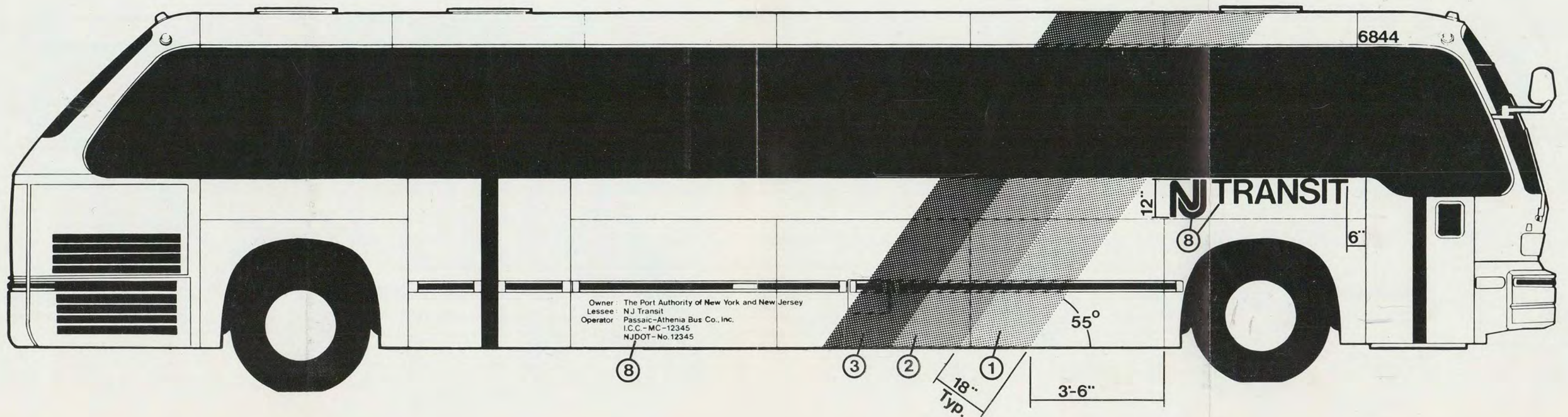
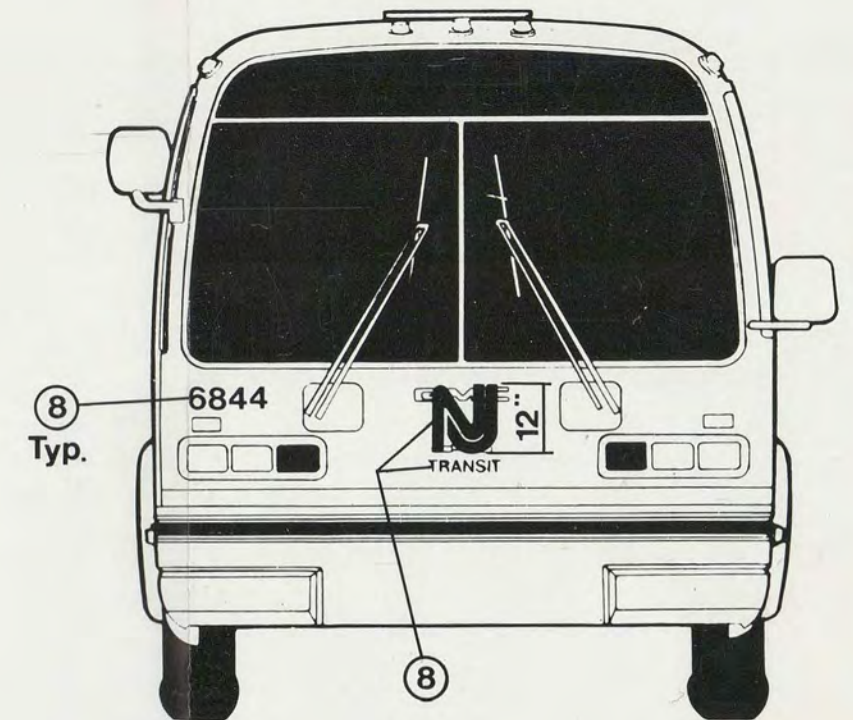
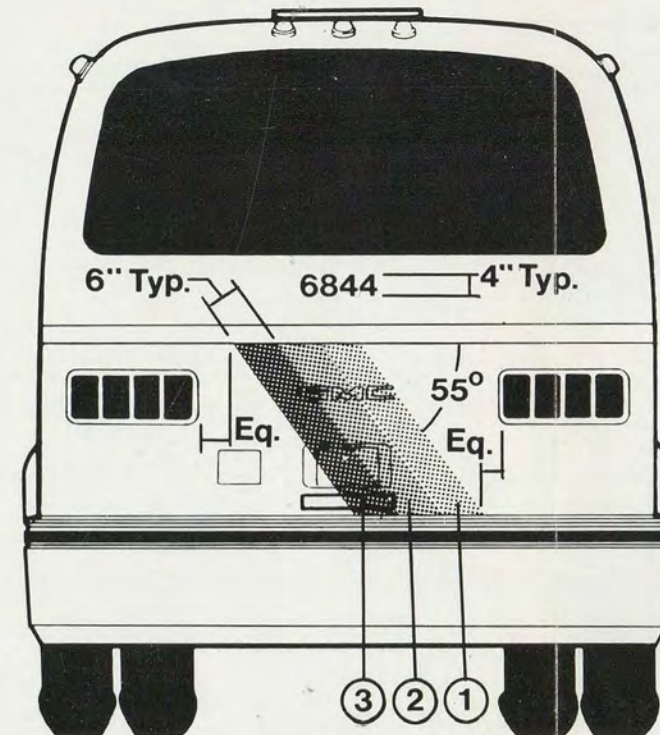
All vehicle markings and stripe, except the diagonal stripe on locomotives, shall be consistently applied 3M 180-10 series (non reflective) with Controltac adhesive or equivalent. Locomotive stripes shall be painted.

**MATERIAL SPECIFICATIONS**

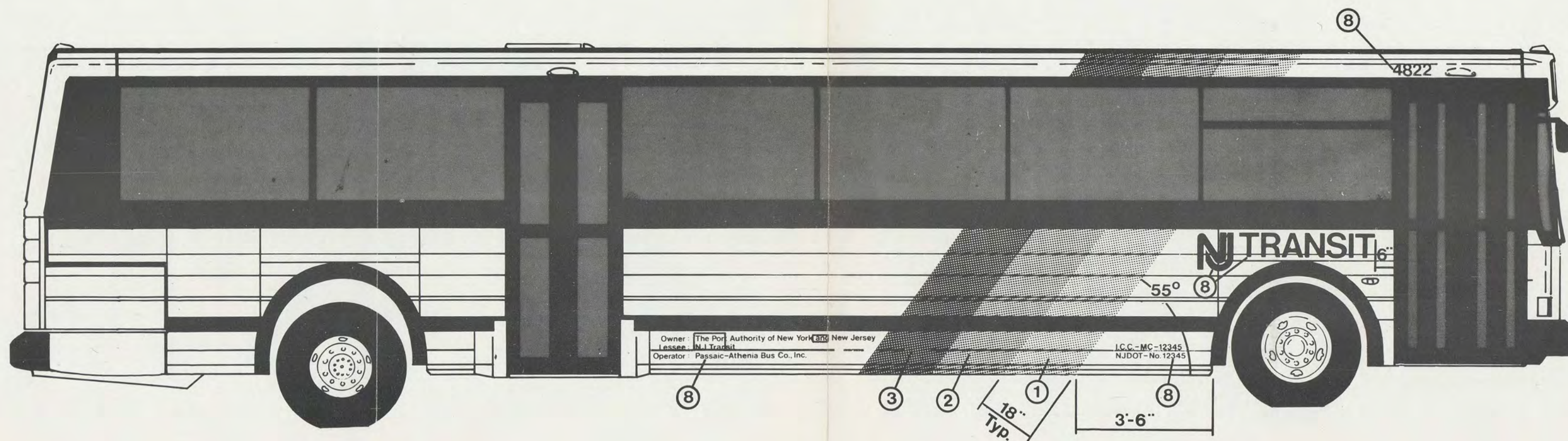
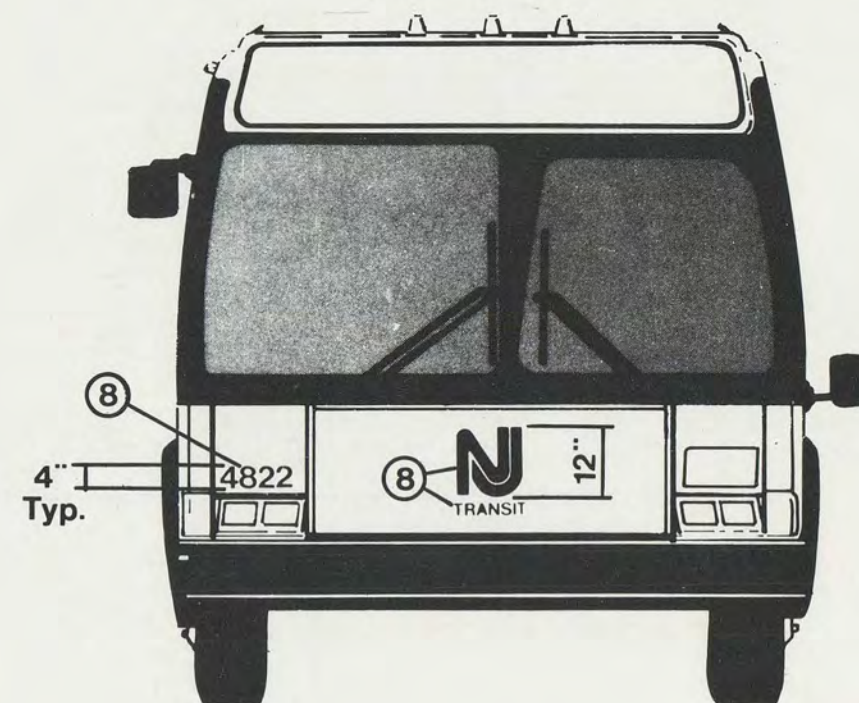
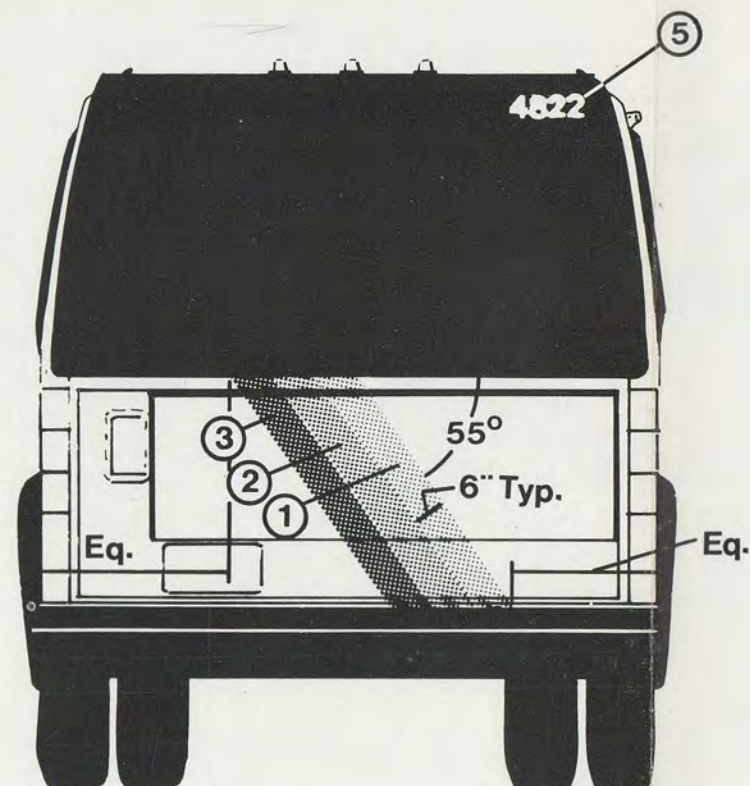
Refer to section:

806 Die Cut Letters and Symbols

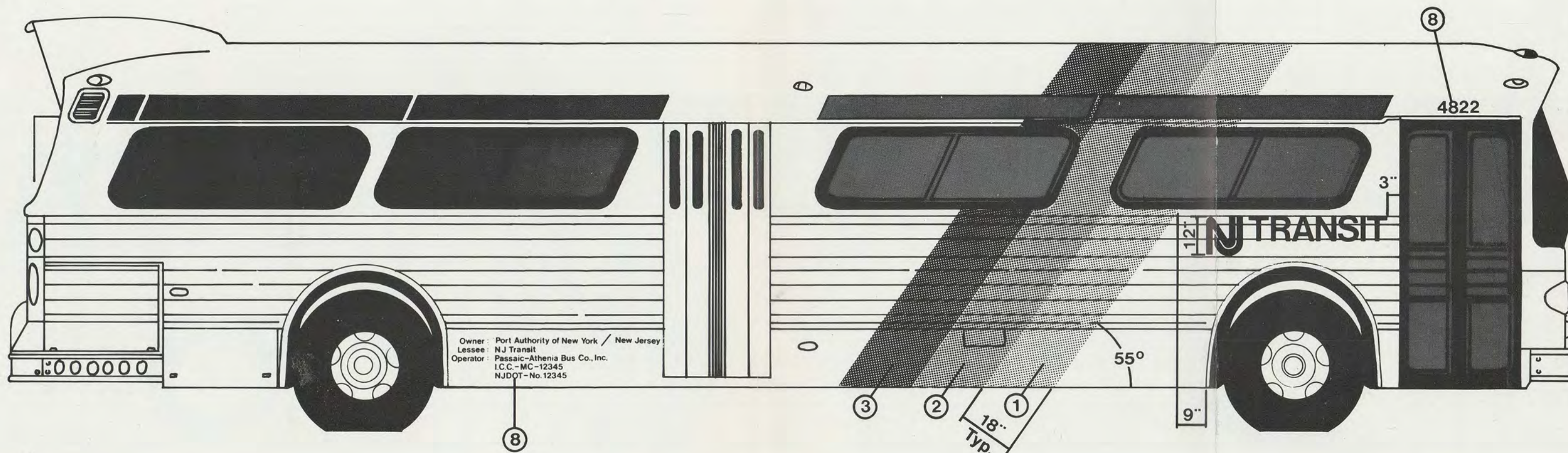
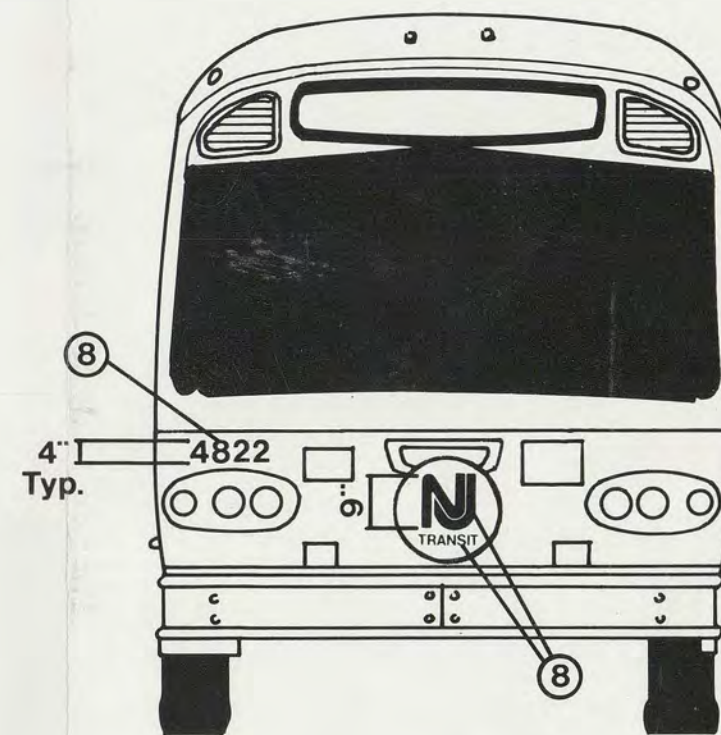
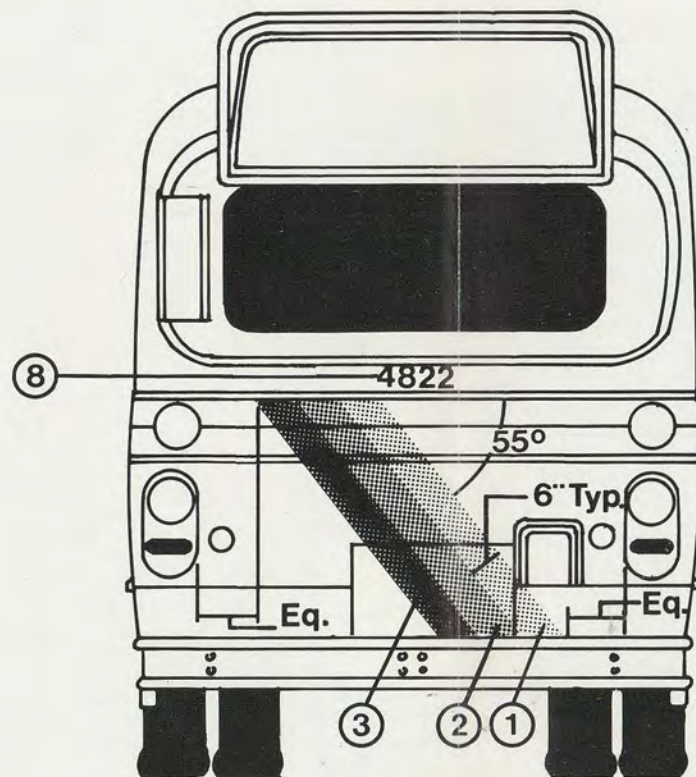




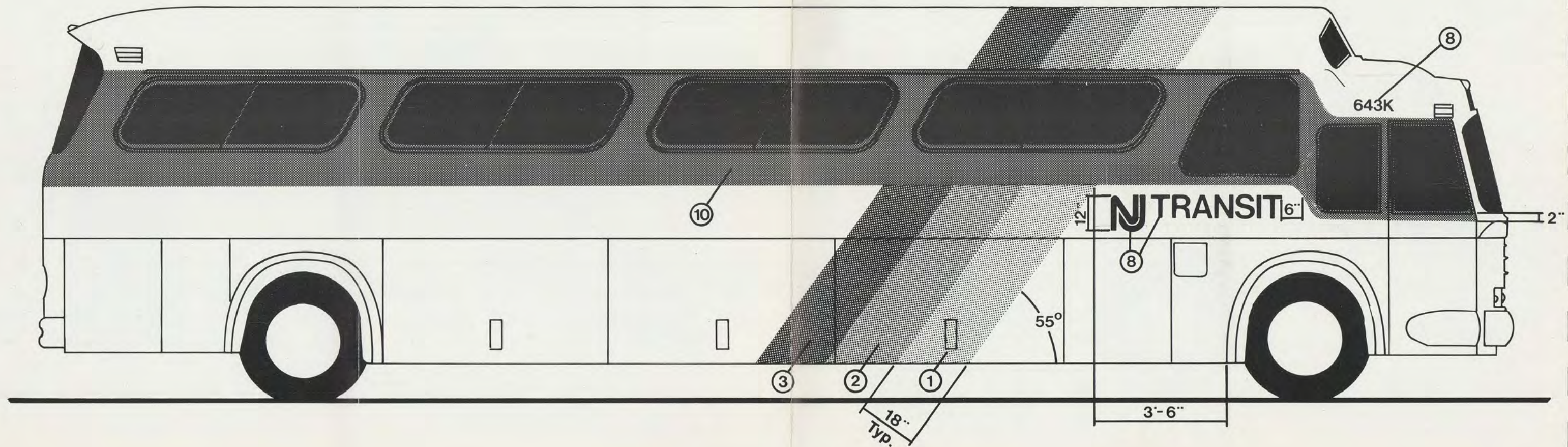
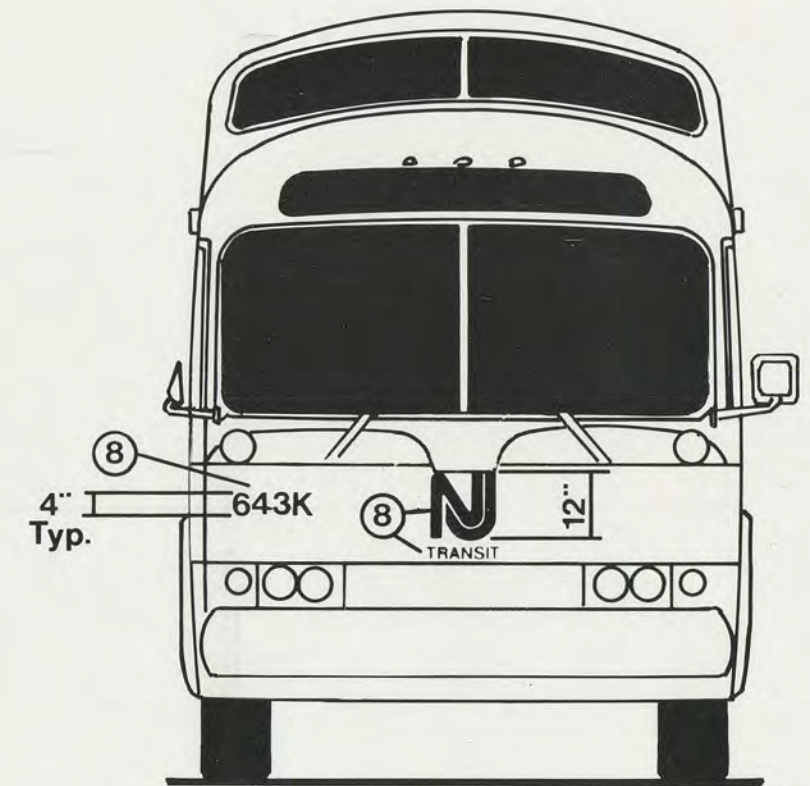
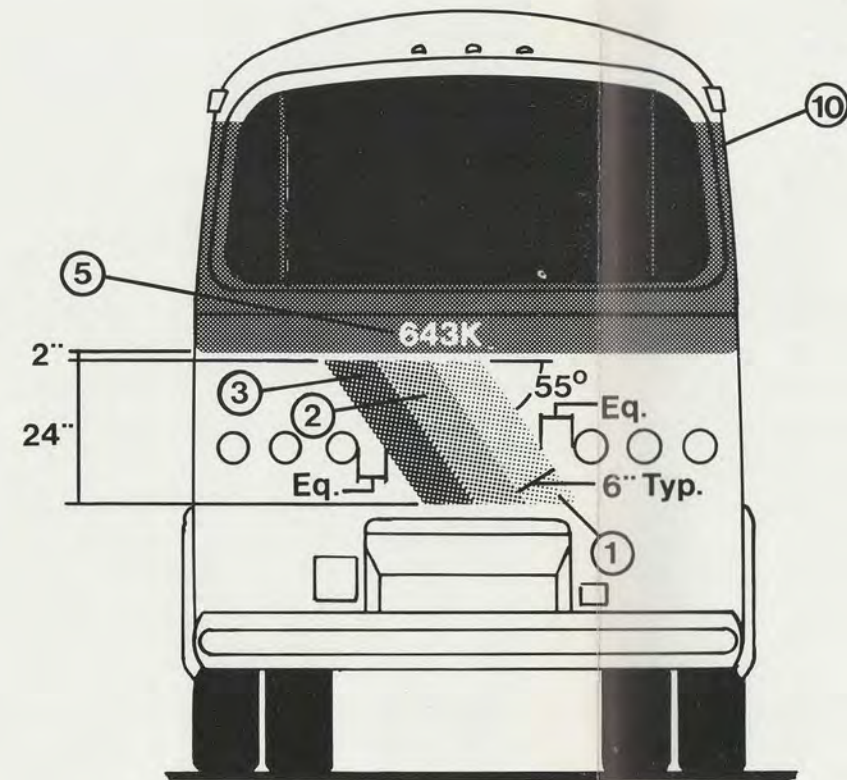




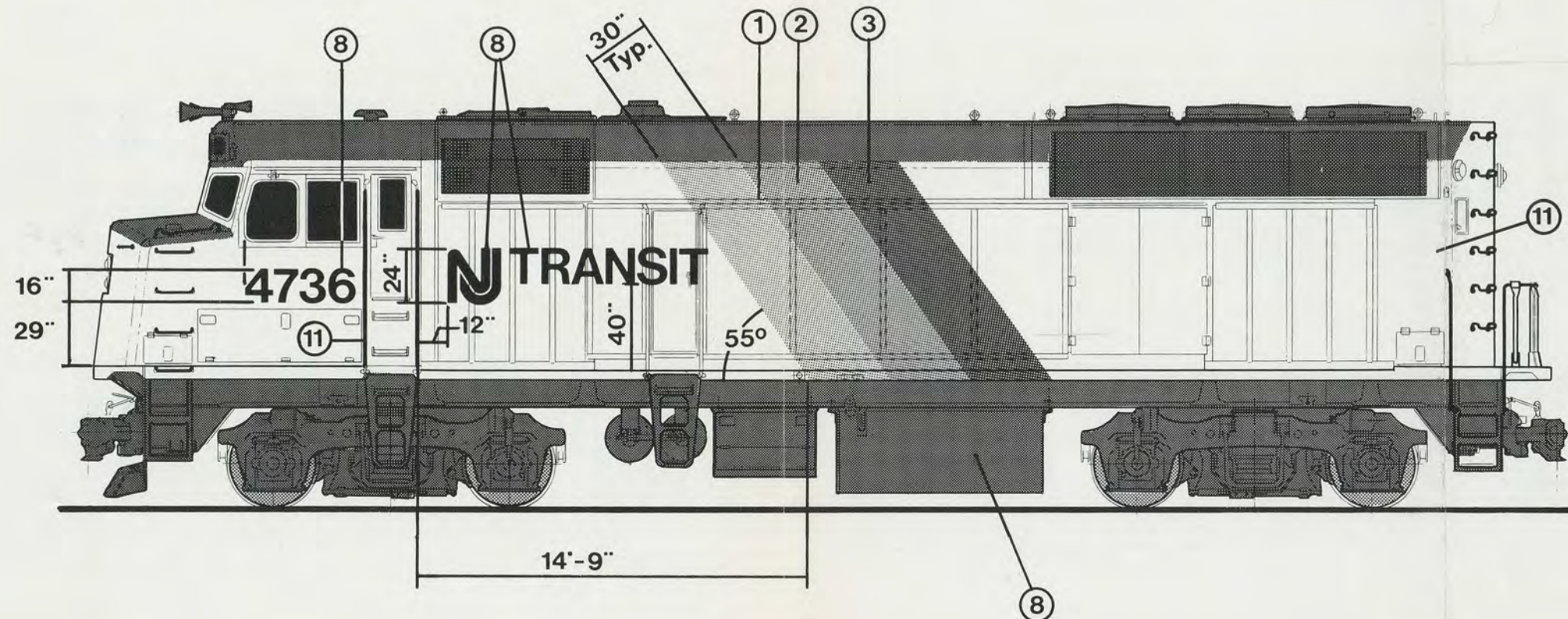
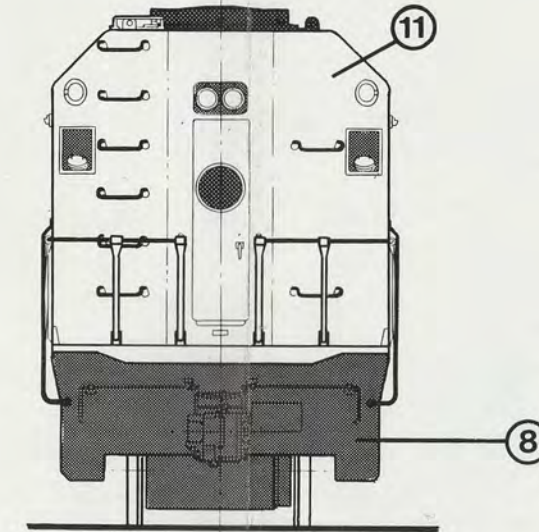
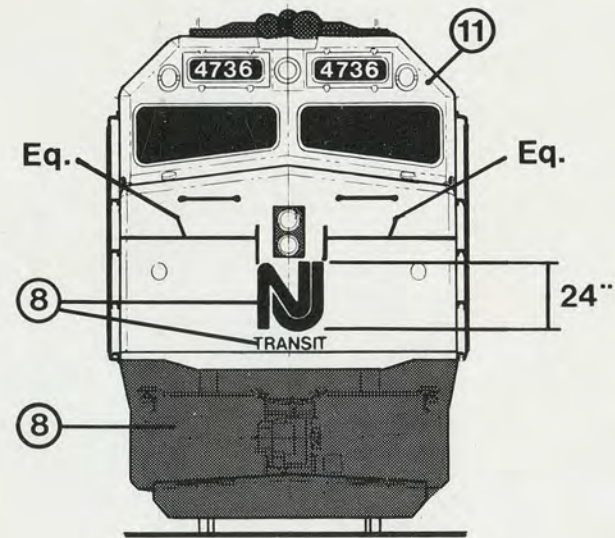




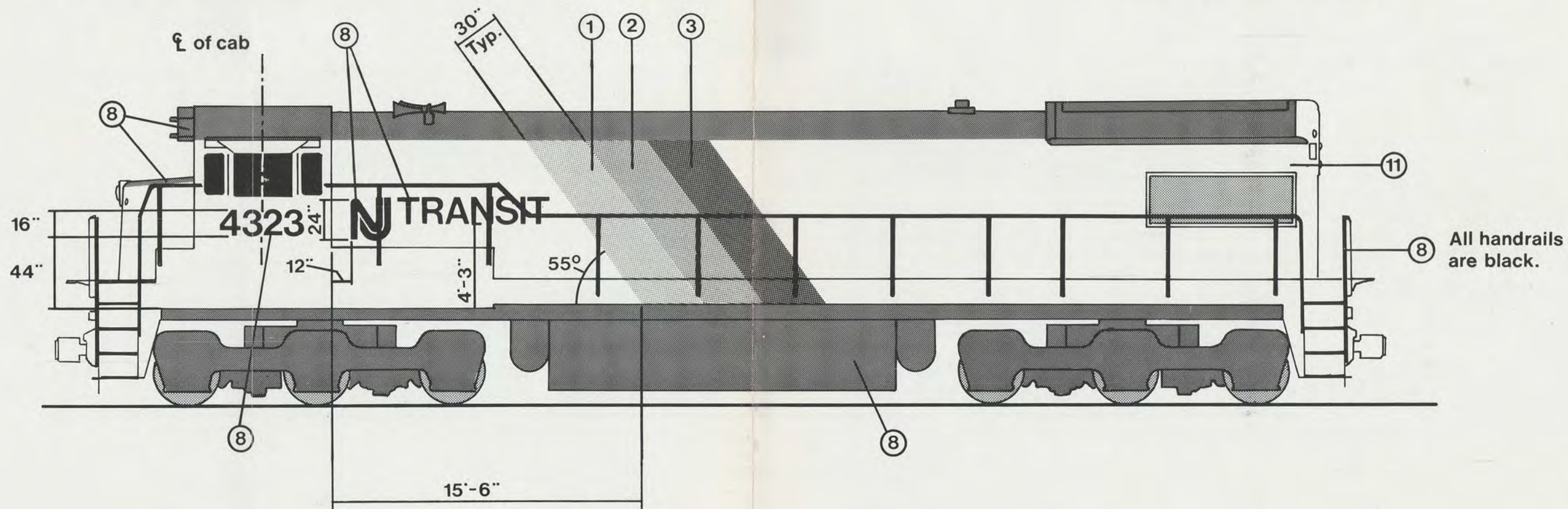
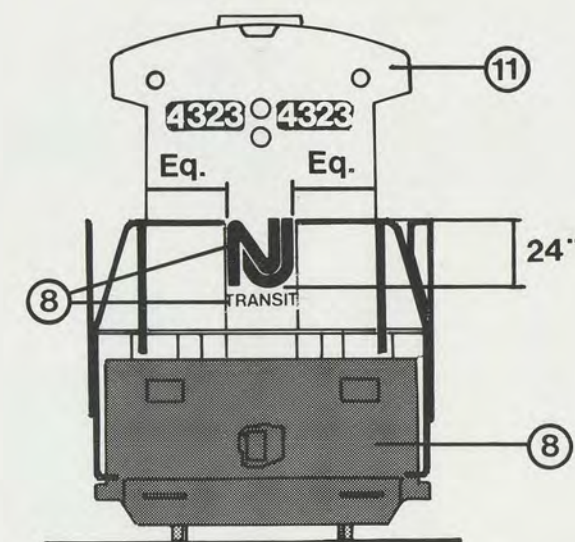
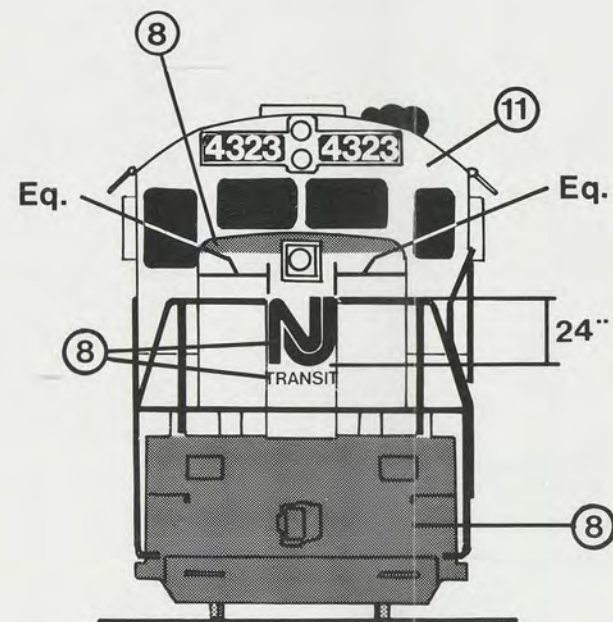




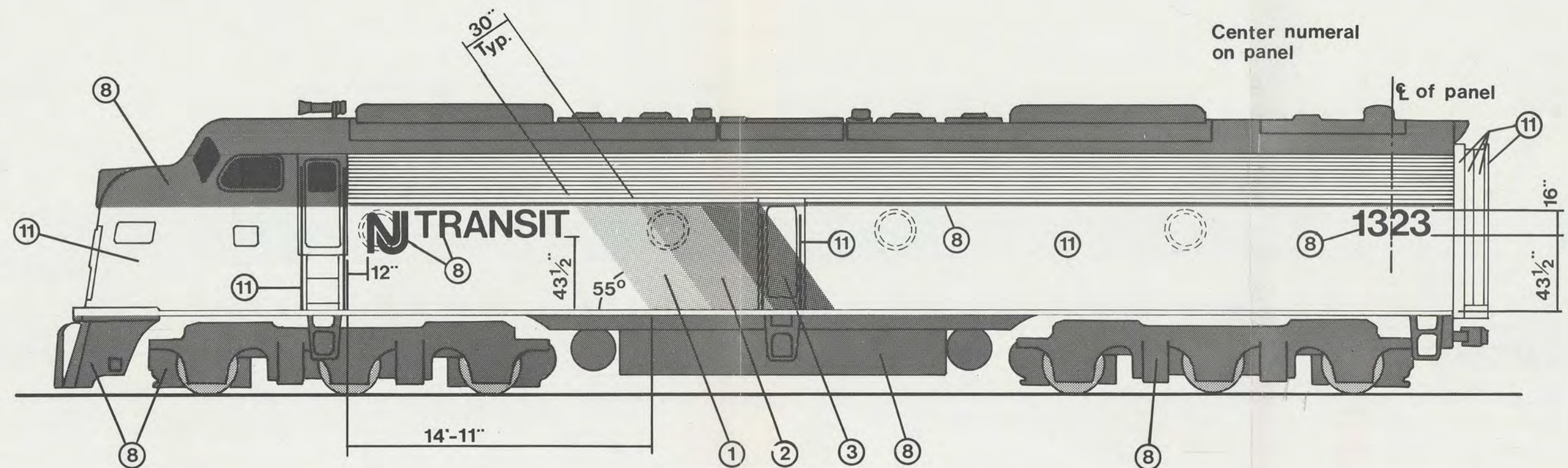
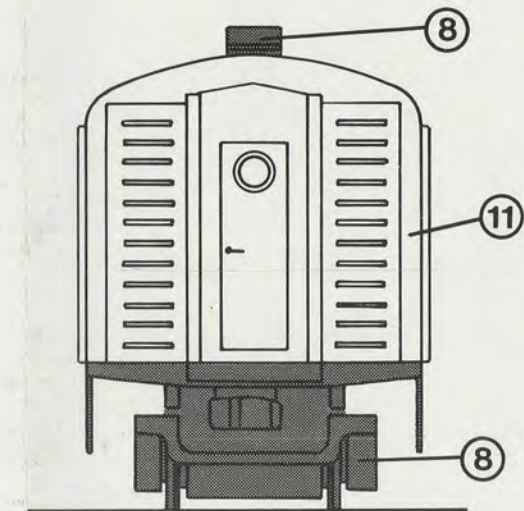
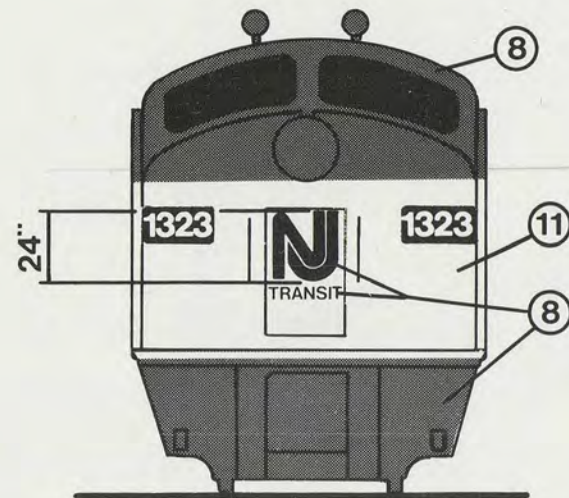




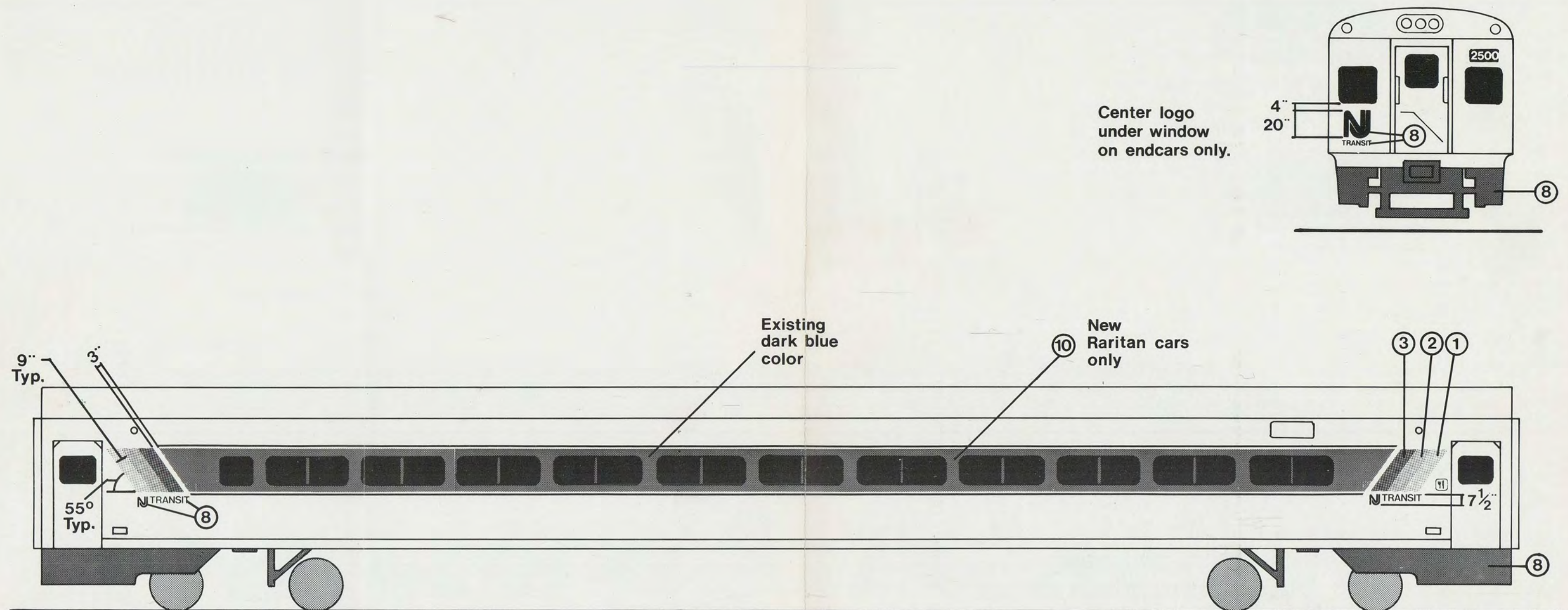




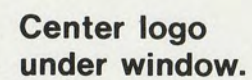




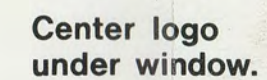






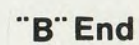


**"B" End**



**Use logo on  
"A" end only  
on married pairs.**

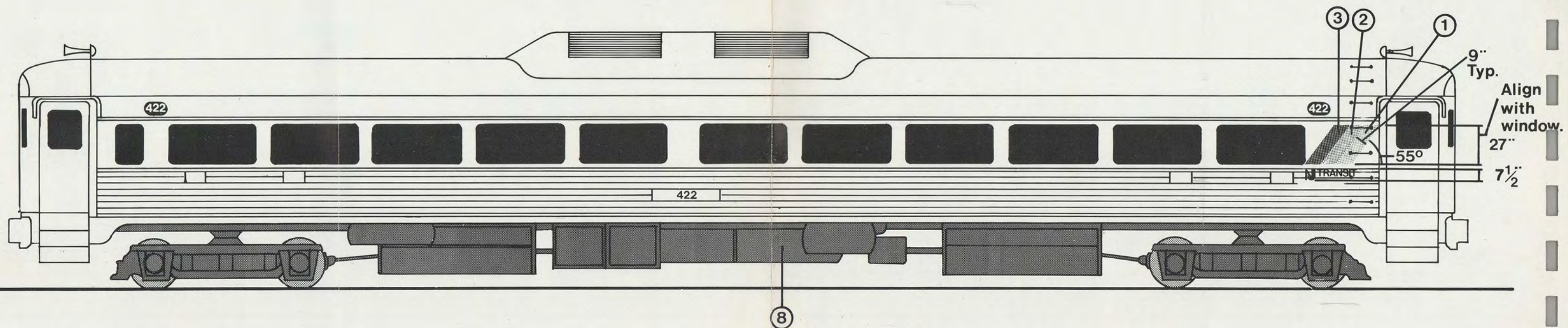
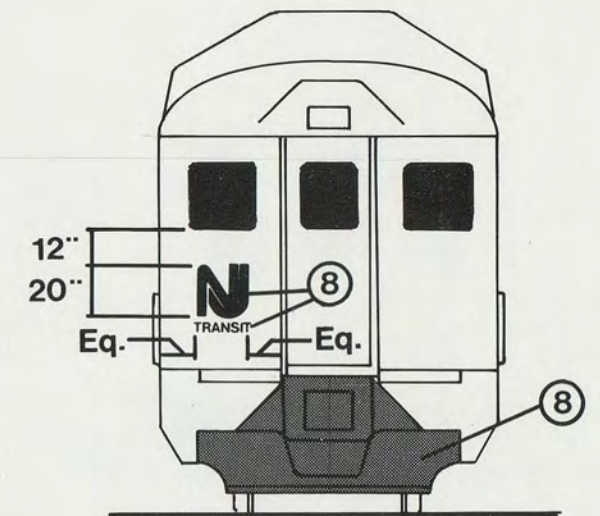
**"A" End**



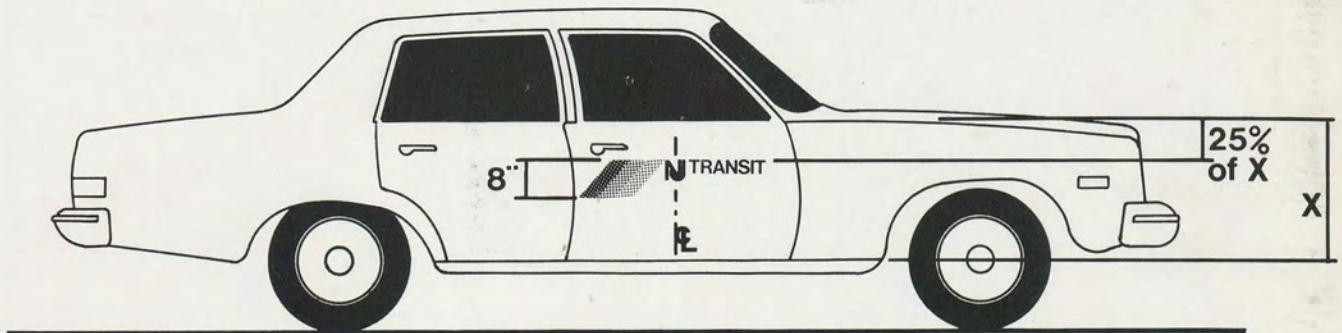
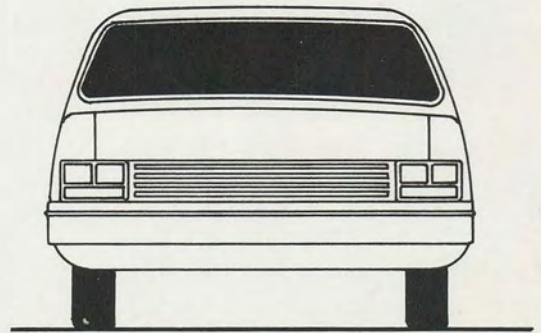
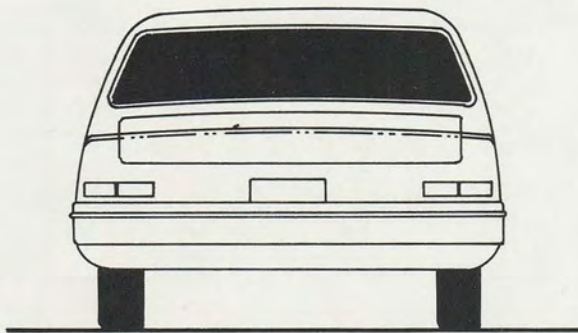
**"A" End**



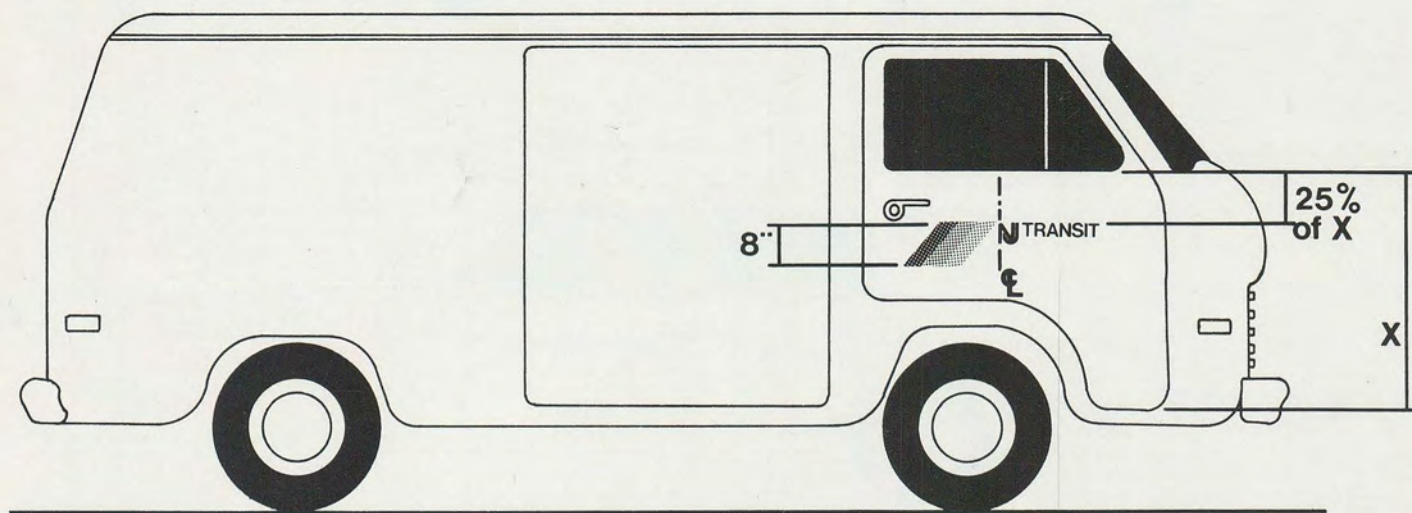
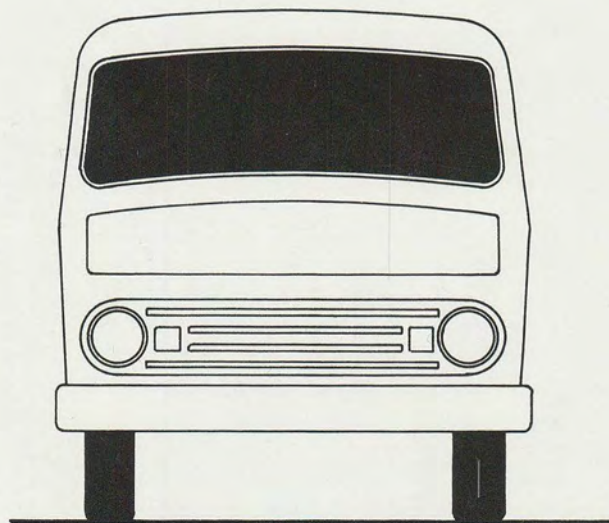
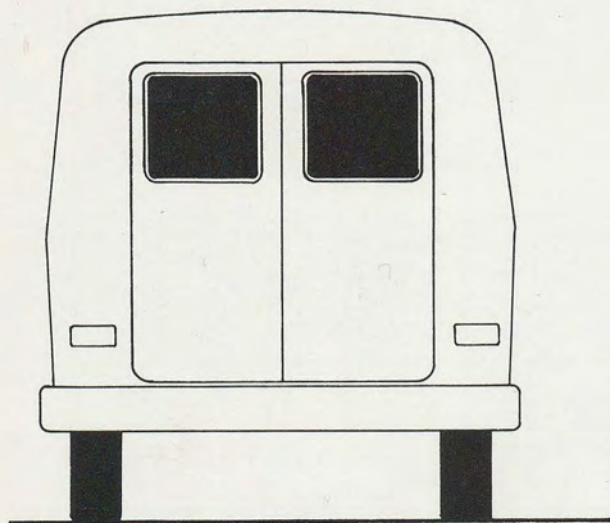
Center logo  
under window  
on both ends  
of car.



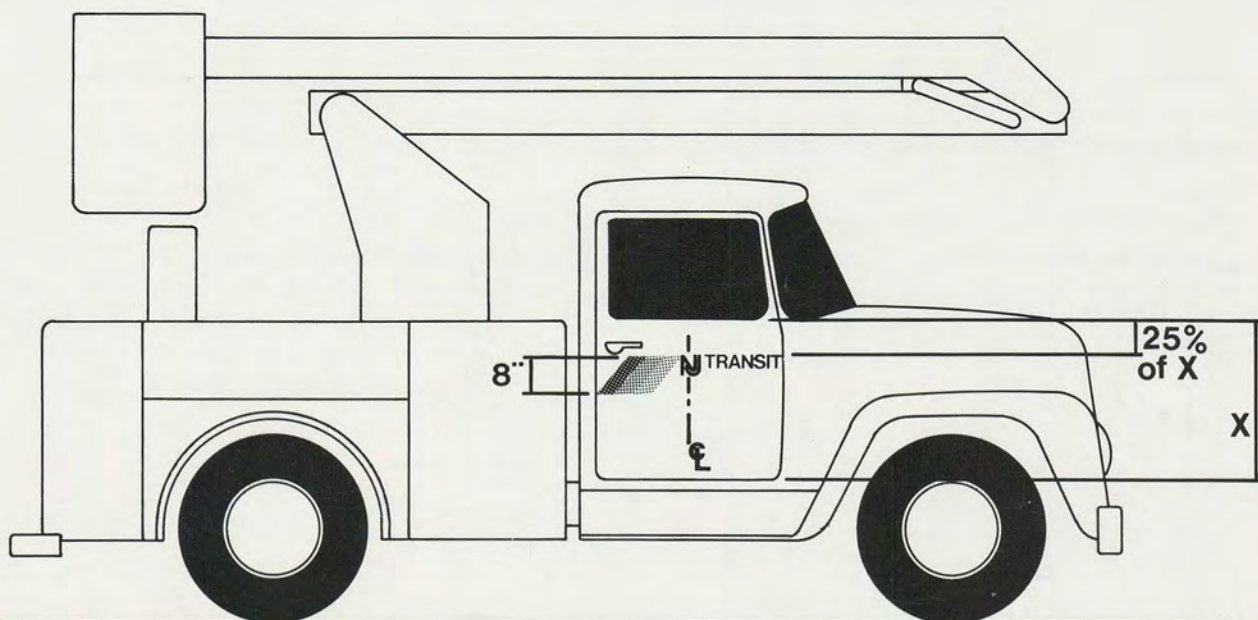
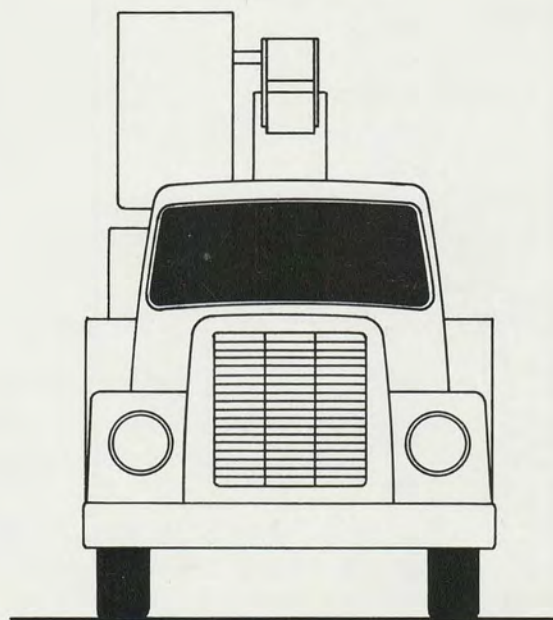
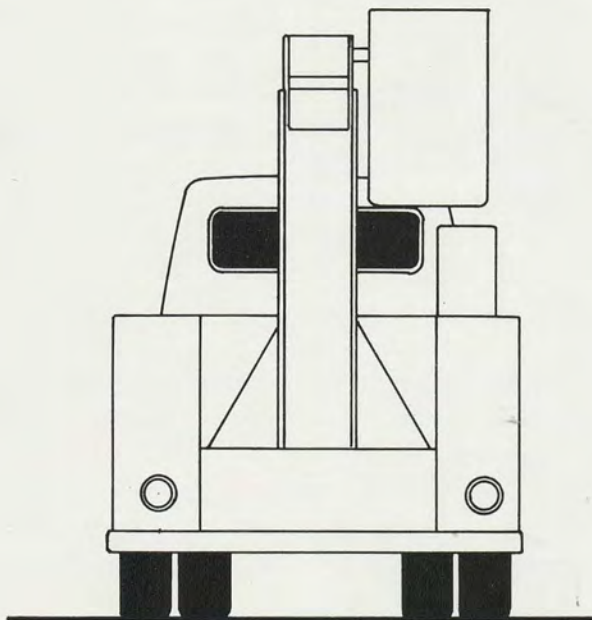














## DESCRIPTION

This section describes roller type destination sign graphic standards for all existing and proposed NJ TRANSIT buses. They also apply in principal to electronic destination signs. The standards provide a format for all routes, class of service, and operational conditions. The graphic standards depicted here are based upon simplified route headings and auxiliary information.

## APPLICATION GUIDELINES

Line name in conjunction with the route number shall serve as the route heading and auxiliary information indicates the line termination point, "people place" or "via" for specific destination information accompanying the route.

The route heading, which is also coordinated with the signage and schedules, is the same throughout a run, only the auxiliary information changes due to inbound or out-bound, or "branch" variations of a route.

Crosstown buses should indicate the specific "people place", landmark, rail station at its respective line terminals as auxiliary information.

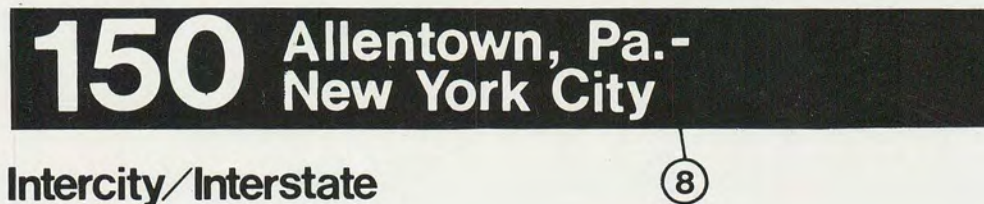
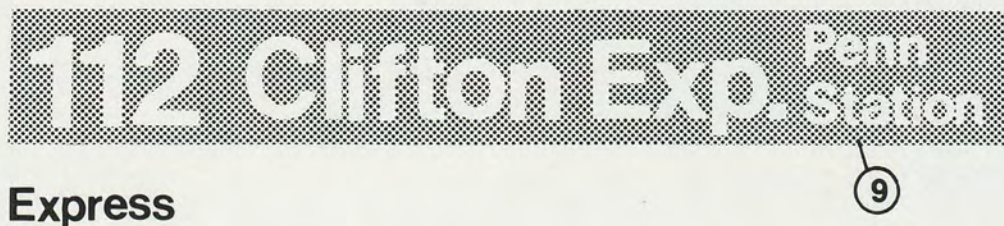
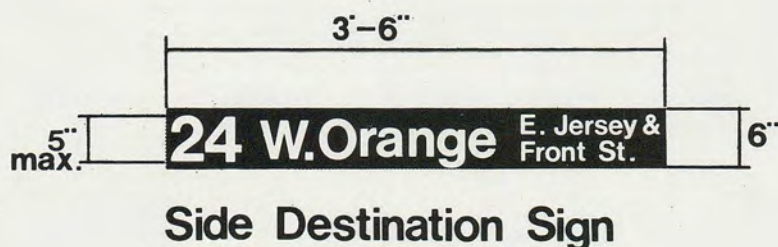
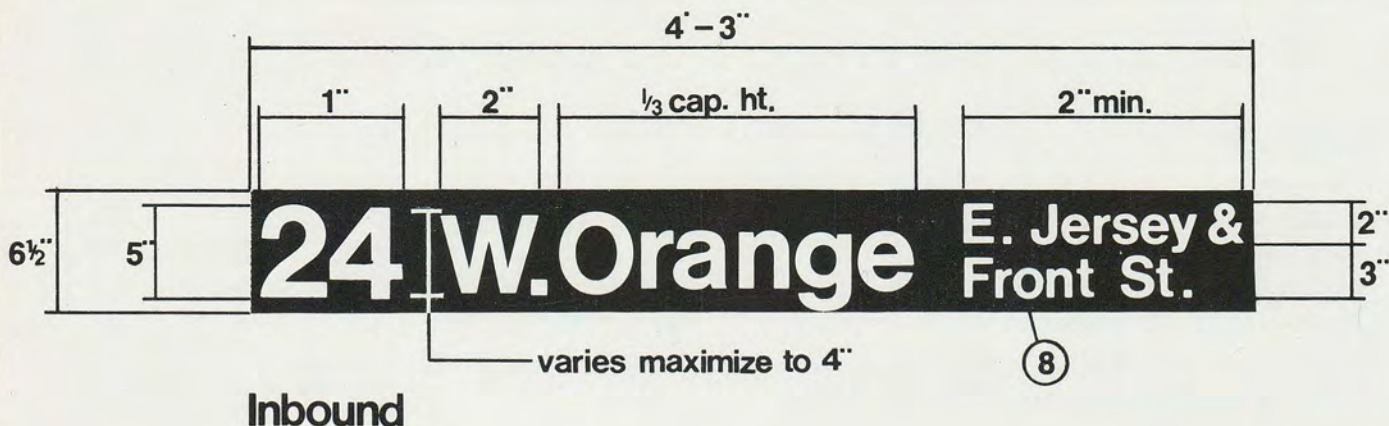
Background color on the entire sign should denote class of service:

Black	—	Local/Intercity/Interstate
Red	—	Express or Flyer (within a local transit system)
Green	—	Special Services

Suffixes shall denote variations or branches of a route.

Route heading number	—	5" (3" letter suffix)
Route heading name	—	Maximize but not more than 4" cap. ht.
Auxiliary information	—	2" cap. ht. — usually on two lines







## DESCRIPTION

This sign type shall denote the specific location of NJ TRANSIT's bus stops throughout the state. The bus stop pictograph symbol on a white background in conjunction with the NJ TRANSIT tricolor stripe serves as a primary focal target for pedestrians and motorists. The bottom one-sixth of the sign reinforces the symbol with the message "Bus Stop". This sign type is used as a common masthead unifying various bus stop signage applications.

## APPLICATION GUIDELINES

Bus pictograph, NJ TRANSIT symbol, "Bus Stop", and tricolor stripe is basic sign message. Service Information telephone number is an optional message which may be applied by decal in the future or silk screened initially.

The message and background shall be reflectorized using 3M Scotchlite vinyl and 3M Scotchlite transparent screen printing inks series 300 or equivalent.

Sign shall be produced in single and double faced versions as required.

All colors shall butt, without ragged edges, and all sign surfaces including the back and edges finished as specified.

For a non reflective version of the sign background color shall be baked exterior enamel in a gloss finish. White background color application method is by curtain coating two coats of 1.5 mils per coat. Message shall be baked exterior enamel, silk screen applied. Color and ink utilized should be UV stabile, fade resistant, and with gloss retention for a minimum of 10 years.

Sign blank material shall be 6061T6 aluminum alloy gauge flat sheet type with pre-punched 5/16" dia holes for edge or center mounting.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 804 Paint
- 805 Screen Process Printing
- 807 Reflective Sheeting







## DESCRIPTION

This sign, used in conjunction with the basic bus stop sign, identifies bus stops with more than one route and/or operator.

## APPLICATION GUIDELINES

Message may be applied to .060" thick aluminum blank or .003" to .006" thick vinyl (non reflective), which may be applied to a sign panel.

Messages shall be consistently located on the 3" x 12" panel to maintain vertical alignment when stacked.

Message background shall be color coded to specific type of service:

Mineral Brown	—	Local/Interstate/Intrastate
Red (PMS 485)	—	Express/Flyer
Green (PMS 354)	—	Special Services

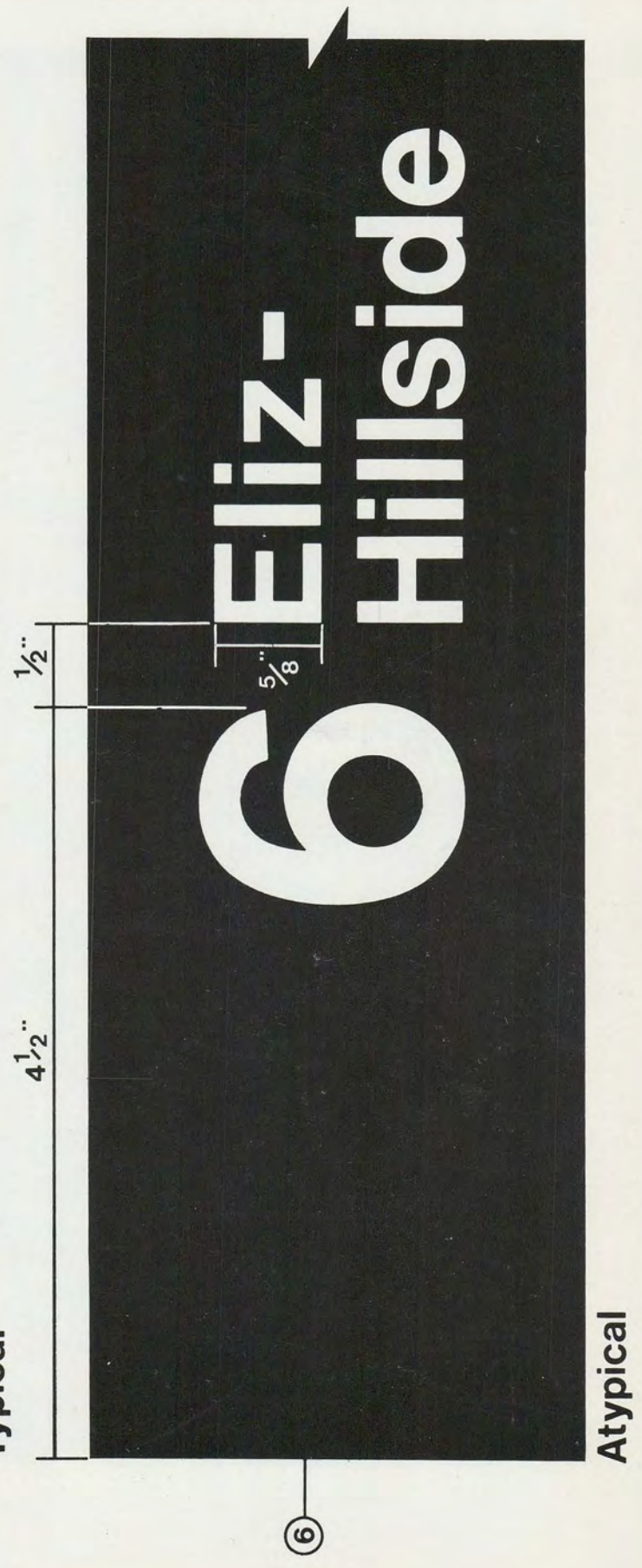
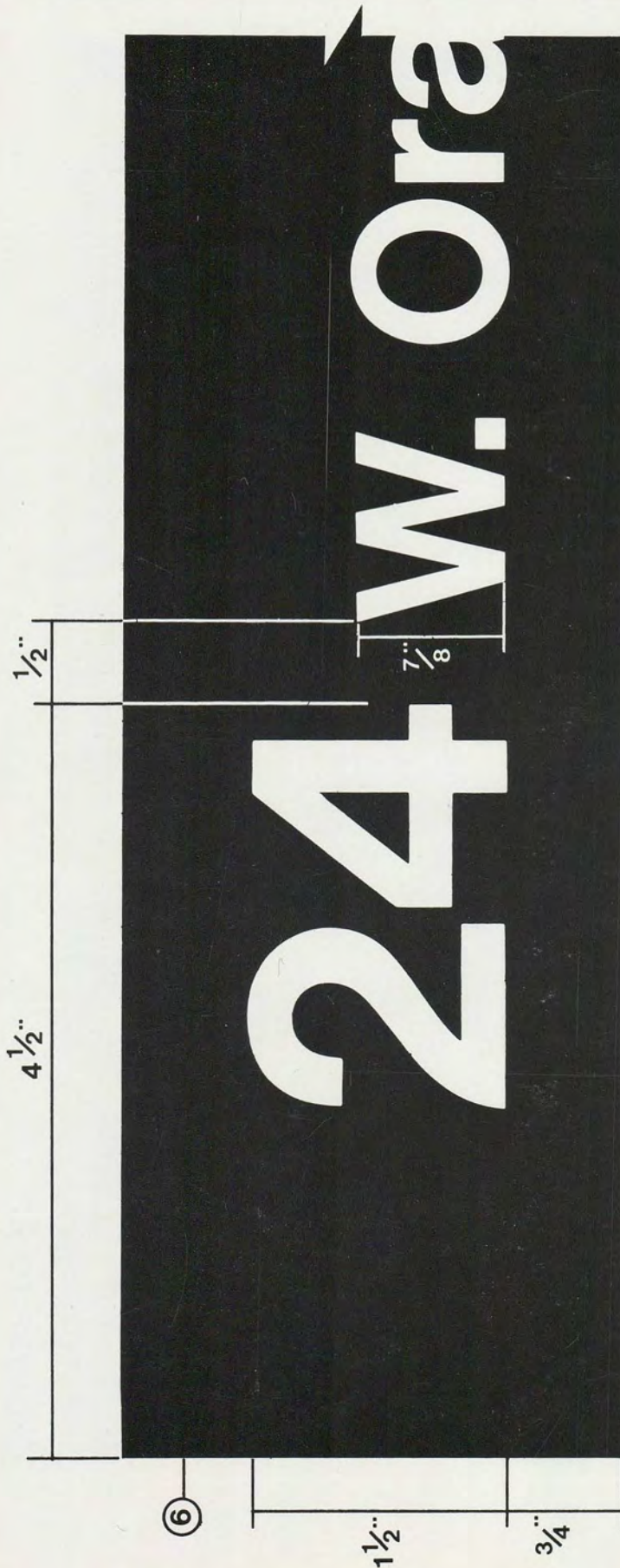
Edges of sign shall be finished to match face color.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 806 Decals, Die Cut Letters and Symbols







1½"

**Flyer discharge  
stop only**

⑥

Operational information

**16 clinton**

⑨

Express route



## DESCRIPTION

This sign type shall be utilized to identify all NJ TRANSIT local, express, intercity/interstate single, or multi operator bus stops along main and secondary streets.

## APPLICATION GUIDELINES

Mounting method shall be determined by the specific conditions and requirements of each bus stop location and adhere to local municipalities' sign ordinances regarding location, method and height.

Nominal mounting height shall be a minimum of 8'-0" to the bottom of the sign. Entire sign assembly shall be repositioned upward to maintain this standard if subsequent sign additions infringe upon this clearance height.

Sign shall be oriented perpendicular to pedestrian traffic flow in the area including parking regulatory sign.

Sign shall not be mounted on poles which have existing regulatory signs. Bus stop parking regulations shall be located on the nearest adjacent poles to indicate no parking zone or below the bus stop sign with a separate "no parking" P & slash symbol sign when adopted by the state and local municipalities.

Sign shall be single face center mounted on existing utility pole when pedestrian and vehicular approach to bus stop is from one direction, or double face, flag mounted when pedestrian and vehicular approach is from two directions.

Sign posts shall be square section aluminum extrusion with Alcoa Duranodic dark bronze 313 S finish. Alternate post material/finish shall be aluminum or galvanized steel tubing finished with mineral brown baked enamel.

Standard existing extruded sign brackets and stainless steel strapping shall be used for mounting signs unless specified otherwise.

Separate 3" x 12" sign panel shall be used to identify up to 3 routes/operators; if more are planned or added, sign shall be replaced with a 504 pole mounted single sign panel using applied vinyl decals for the route/operator identification.

If more than 6 route headings are required, or the location is appropriate for a unique sign type such as a transit mall, sign shall be a pylon type such as depicted for 504 Multi Route Bus Stops.



Due to volume of single pole signs, these may be pile-driven into earth; a special pointed end cap is suggested for this purpose.

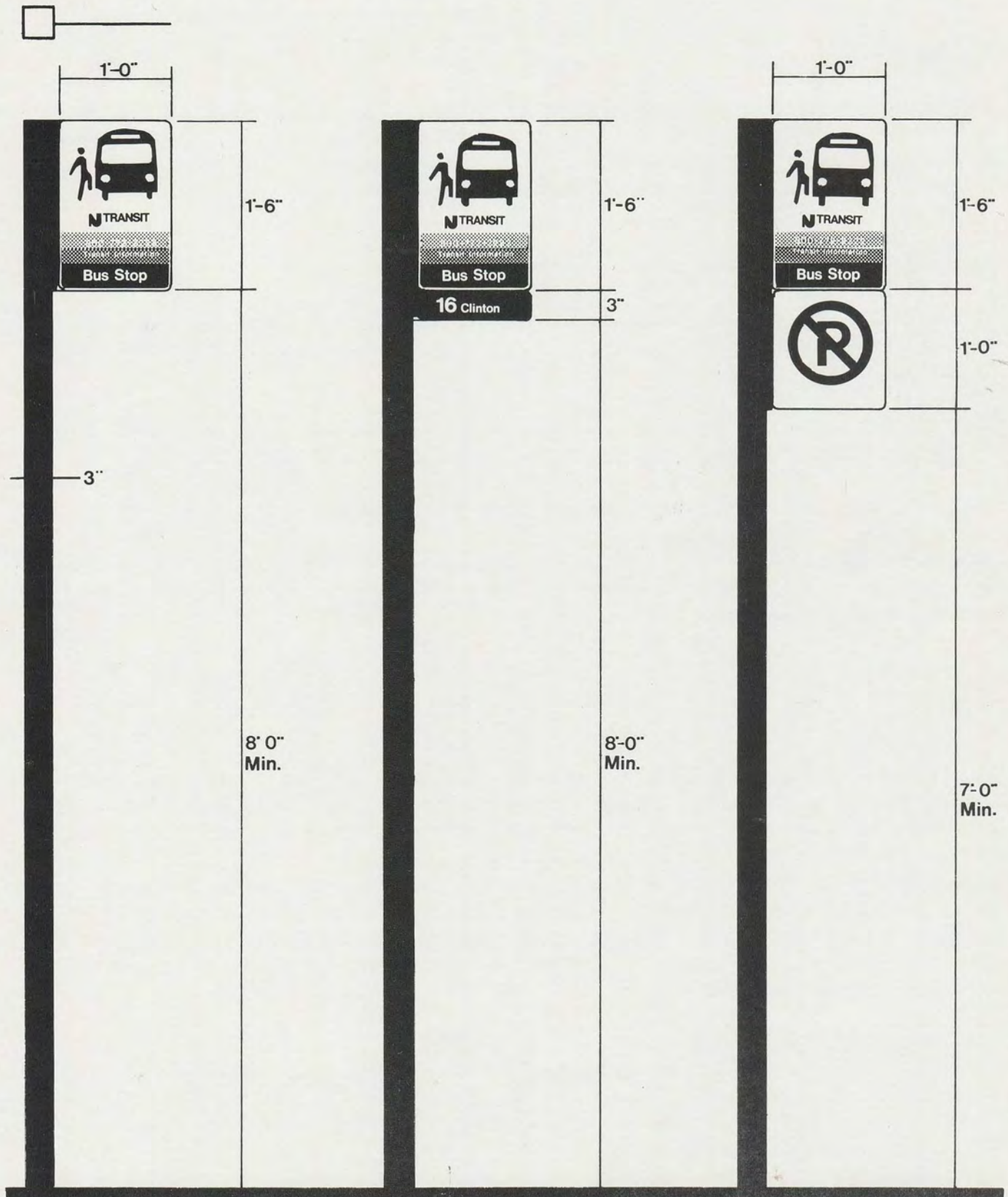
If possible, assembled sign units should not extend higher than 11'-0" above grade.

#### MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 803 Steel Posts
- 804 Paint
- 805 Screen Process Printing







## DESCRIPTION

This sign type shall be utilized to identify only multi route (four or more) bus stops. A 1' - 0" x 3' - 0" sign panel mounted to an existing utility pole is the most typical application, while a pylon structure is suggested for special applications such as transit malls, shopping centers, or blocks having a high density of bus stops such as Broad Street in Elizabeth.

## APPLICATION GUIDELINES

Unlike bus destination signs which are viewed individually, route names on this type of sign are viewed as a group and should be aligned visually to improve the overall legibility of the sign.

Sign structure shall be on sidewalk, minimum of 18" from curb edge, only at locations which do not interfere with pedestrian traffic flow or movement.

Sign structure shall be oriented perpendicular to pedestrian traffic flow.

Sign structure consists of 3" square aluminum extruded posts directly buried in a concrete footer. The relative location of underground utility lines should be checked during location planning.

All message segments shall be butted tight with edges aligned. Filler panels shall enclose the posts to within 2" of grade. Express signage shall be distinguished by a red color.

Sign panels shall be through-mounted with a 1-7/8" x 1/4" aluminum Cherry Mate #BALM-8BP-34 as manufactured by Cherry Commercial Products or equivalent tamper-proof fastener. Exposed fastener head shall be painted to match background color.

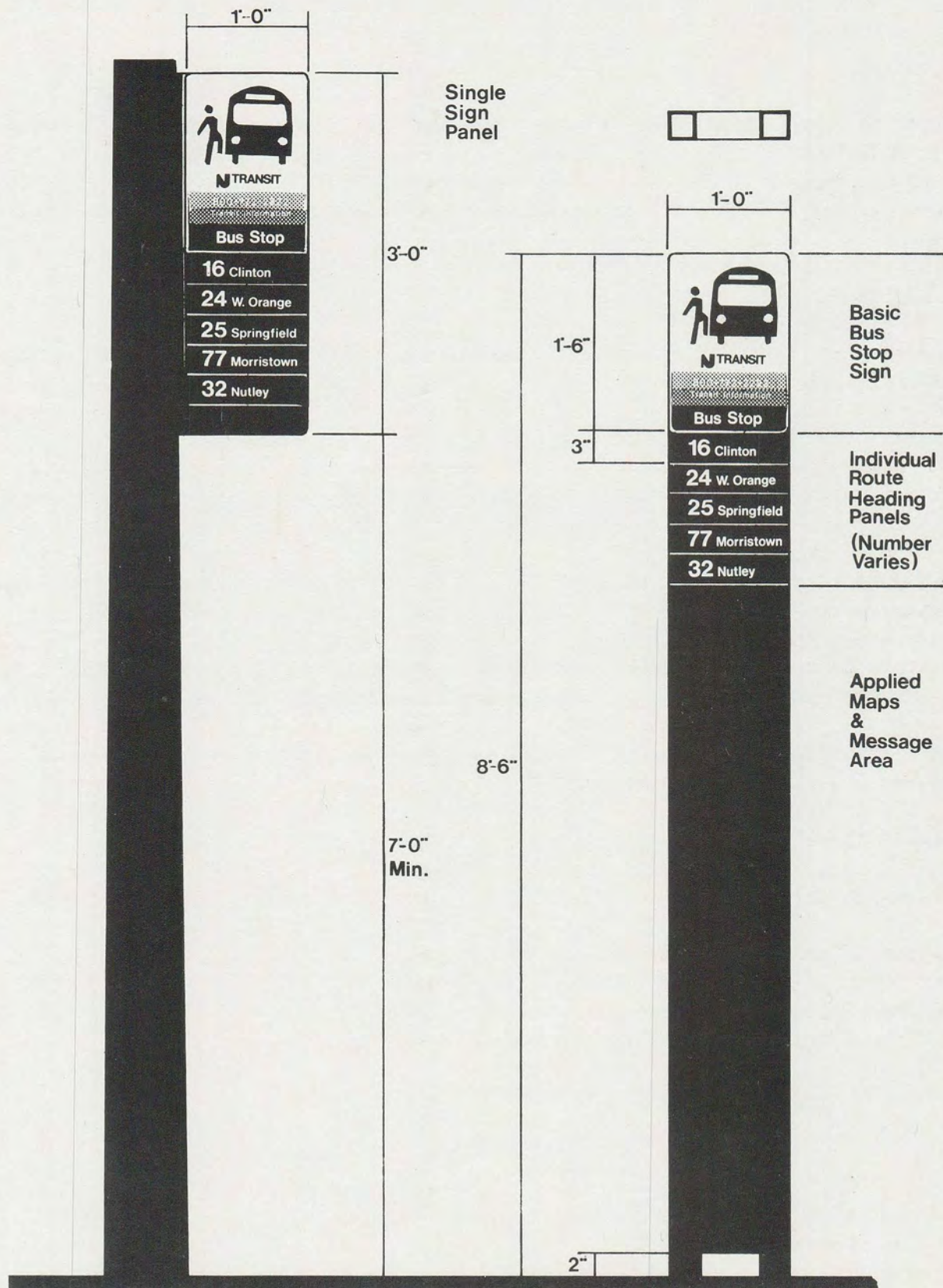
Background color for sign panel and posts shall be baked exterior enamel gloss finish. Route identification messages shall be applied vinyl decals (502 printed) in a UV stabile, fade resistant ink. Messages shall duplicate bus destination sign and schedule route heading graphics. An alternate finishing method for posts shall be air-dried polyurethane paint.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 804 Paint
- 805 Screen Process Printing
- 806 Decals, Die Cut Letters and Symbols







## DESCRIPTION

This sign type shall be utilized at major (high volume) transfer points of bus systems, modal transfer points, and commuter rail station associated bus stops. In addition to the basic bus stop identification, customer information includes specific departure times per route from that stop, and a sector map depicting demographic or travel pattern corridors.

## APPLICATION GUIDELINES

Sign shall be strategically located with the bus stop area to be seen by connecting passengers.

Sign construction and installation shall be same as Multi Route Bus Stop Pylon.

Background color, messages, shall be baked exterior enamel gloss finish. Messages shall be applied vinyl decals (502) printed in a UV stabile, fade resistant ink.

Route heading segments shall duplicate bus destination sign and schedule route heading graphics.

Departure times messages shall be printed on 3M Scotchcal film with peelable adhesive. Message changes shall be accomplished by stripping and replacement method.

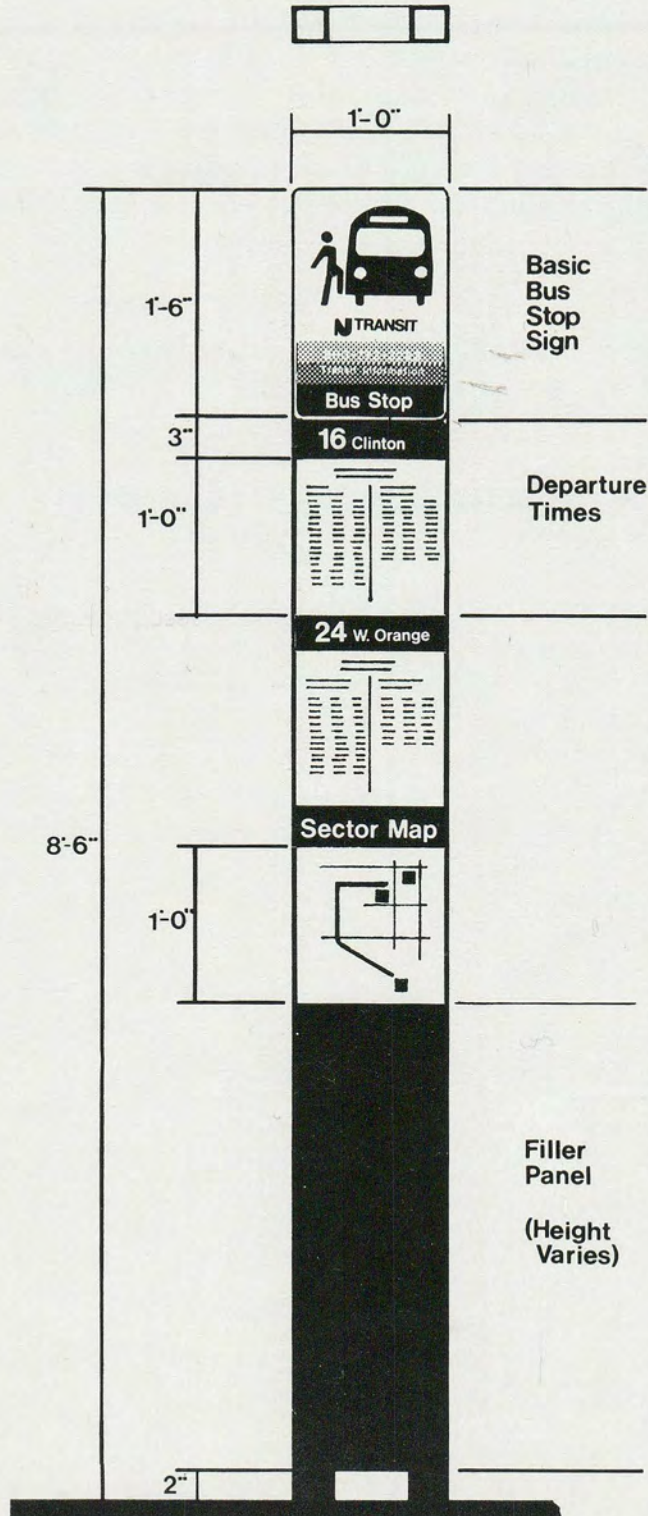
All sign segments shall be butted tight with edges aligned. Filler panels shall enclose the posts to within 2" of grade.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 804 Paint
- 805 Screen Process Printing
- 806 Decals, Die Cut Letters and Symbols







## DESCRIPTION

The graphic standards described herein apply to all existing or new NJ TRANSIT transit shelters. The shelter is identified on four sides with the logotype and diagonal stripe. Although not shown here, optional customer information posted within or near the shelter might include: (1) route heading identification (2) posted current schedules for those routes and (3) posted current service announcements or promotion. Bus stop signs should not be used in conjunction with or at shelter locations.

## APPLICATION GUIDELINES

Optional service information, printed on 3M Scotchcal film and mounted on an intermediate clear panel, shall be behind a hinged panel on the shelter allowing easy replacement of messages.

NJ TRANSIT logotype, and stripe in fascia band, shall be 3M Scotchcal film with Controltac adhesive or equivalent.

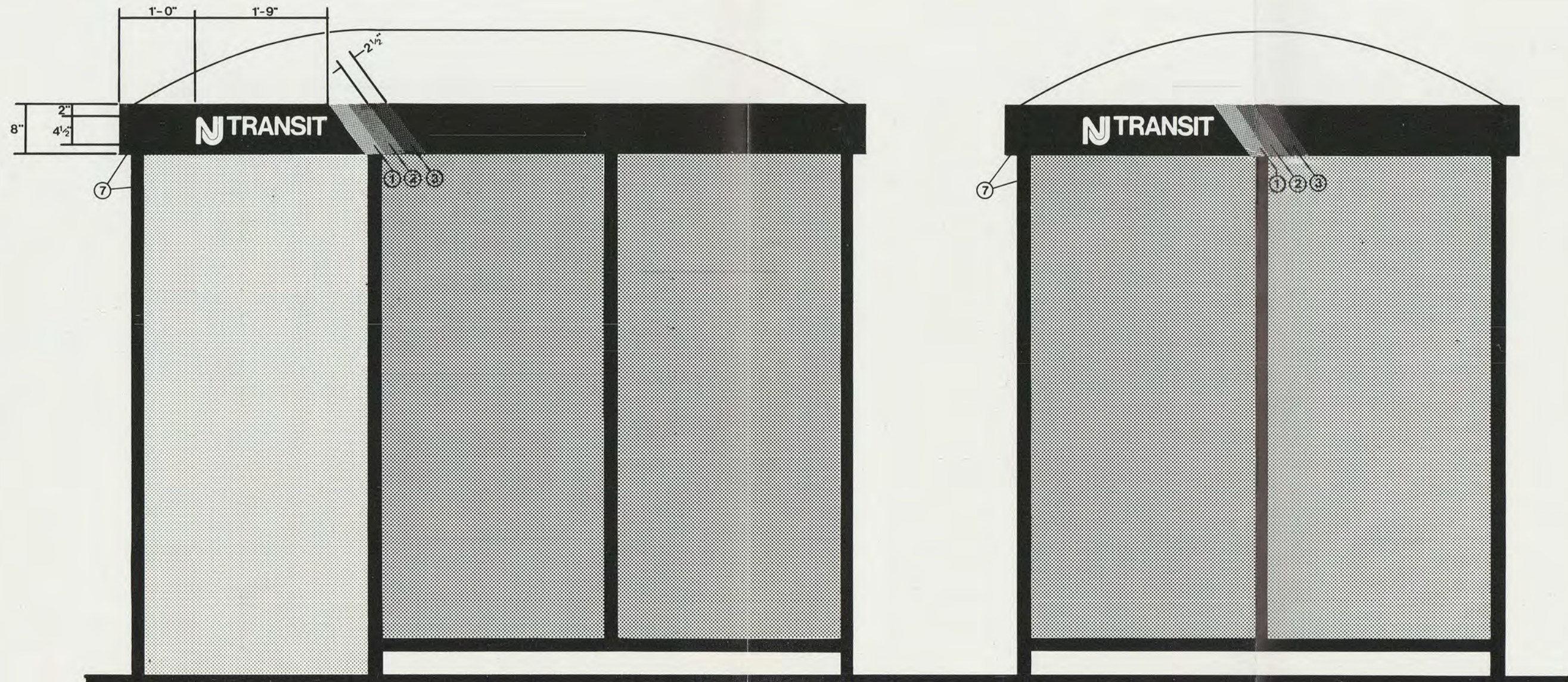
If possible, symbols and perimeter stripe shall be provided by shelter supplier in any new shelter orders. If field applied, all surfaces shall be cleaned, dry, and within the acceptable temperature range for this type of application.

## MATERIAL SPECIFICATIONS

Refer to section:

806 Die Cut Letters and Symbols







## DESCRIPTION

This sign type shall be utilized at highway bus stops or park n ride stops such as those located along Route 9 where, due to the roadway conditions (higher speed, multi lane), greater visual impact is desired. The basic bus stop sign graphics have been increased proportionally to serve as the "focal target" for motorists. A single pole mounting is a typical application, with a pylon version suggested for multi route or major highway or park n ride bus stops.

## APPLICATION GUIDELINES

Signs shall be double face if the approach to the bus stop is from two directions, or located near an intersection oriented perpendicular to vehicular traffic flow.

Sign structure shall be a minimum of 2'-0" from curb edge and only at locations which do not interfere with motorists' critical sight lines in an intersection.

Sign structure for single post sign or pylon structure shall be 3" square aluminum extruded posts directly buried in a concrete footer. Details shall conform to New Jersey Department of Transportation standards for this type of sign.

The relative location of underground utility lines should be checked during location planning.

Route identification messages shall duplicate bus destination sign and schedule route heading graphics, and shall be applied vinyl decals.

Basic bus stop sign and all route identification messages shall be reflective 3M Scotchlite film or equivalent.

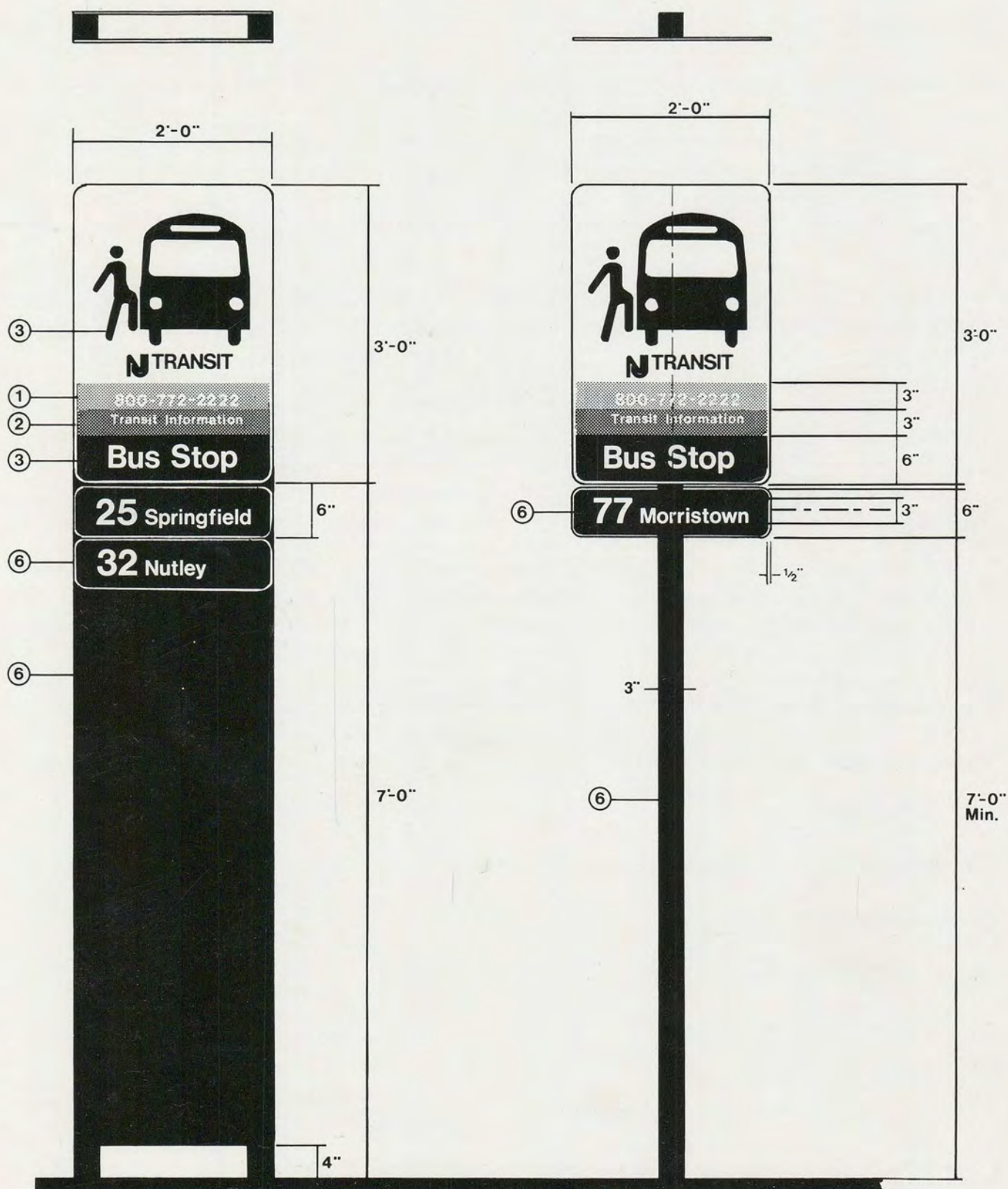
Pylon sign construction, appearance, and colors shall be similar to those specified for 504 Multi Route Bus Stops pylon structure.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 804 Paint
- 805 Screen Process Printing
- 806 Decals, Die Cut Letters and Symbols







## DESCRIPTION

The standards described herein apply to:

- 508 Park n Ride Trailblazer
- 509 Park n Ride Site Directional Sign
- 510 Rail Station Trailblazer
- 511 Rail Park n Ride Trailblazer
- 512 Multi-Mode Trailblazer

This type of sign shall be utilized throughout the NJ TRANSIT service area, (often replacing existing NJDOT trailblazers) to direct motorists to NJ TRANSIT park n ride stops, and rail stations. It is also used for site directional information. This sign type is to be utilized only for official park n ride locations. The sign design is based upon the basic bus stop sign, the "focal target" for NJ TRANSIT stops. The format allows for several different versions from one sign layout and fabrication method.

## APPLICATION GUIDELINES

Signs shall be located as directional information is required and where permitted by applicable signage ordinances. The sign size and proportions depicted here are scaled for use along main and secondary roadways. A proportionally larger trailblazer size is required for use on major arterial roadways.

Sign face and arrow shall be reflectorized 3M Scotchlite or equivalent. Message shall be silk screen applied. Arrow shall be separately applied, oriented in the specific direction required by location.

Messages and arrow shall be centered on sign panel.

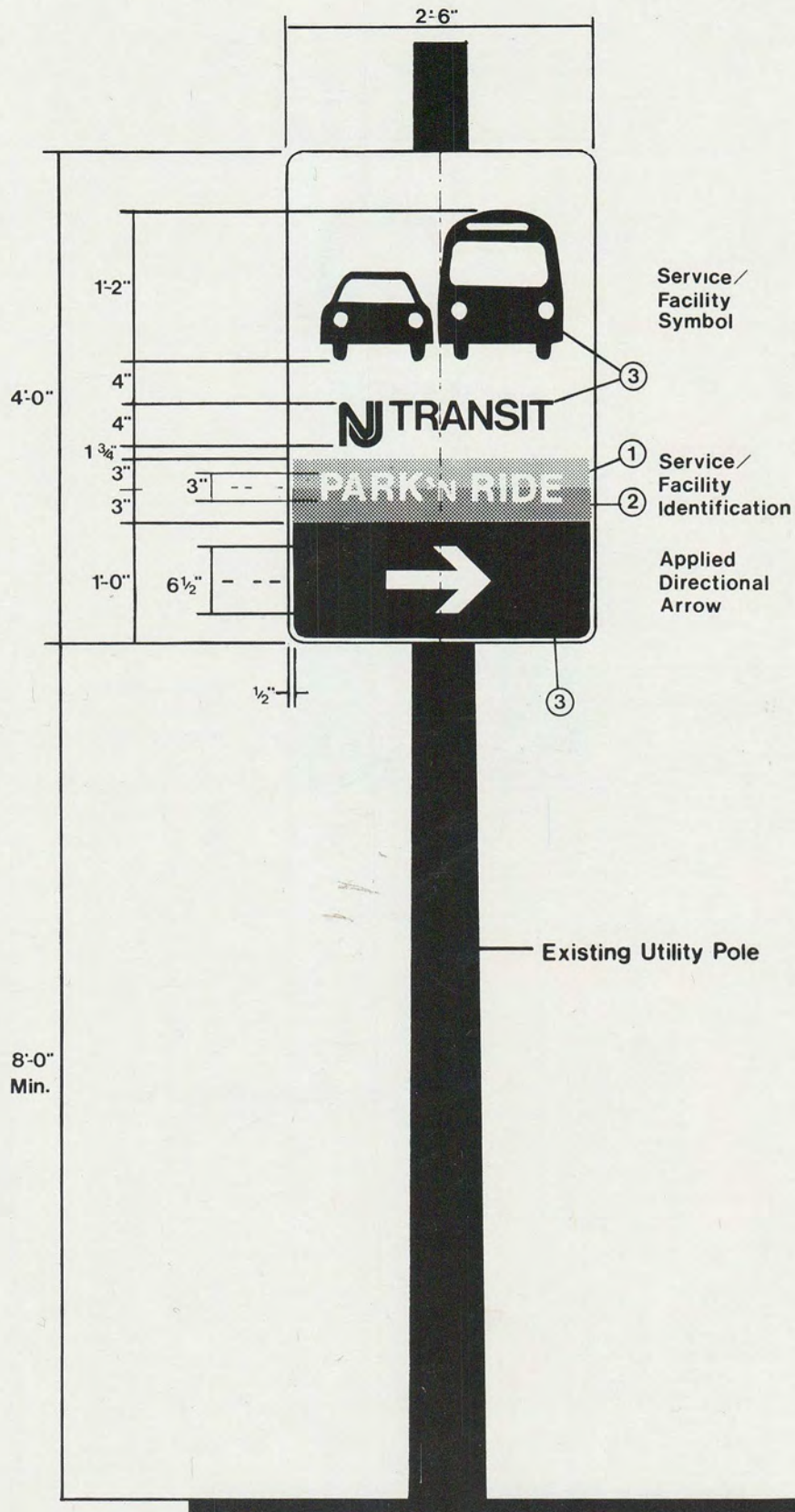
Sign panels shall be single face, mounted on existing utility poles.

## MATERIAL SPECIFICATIONS

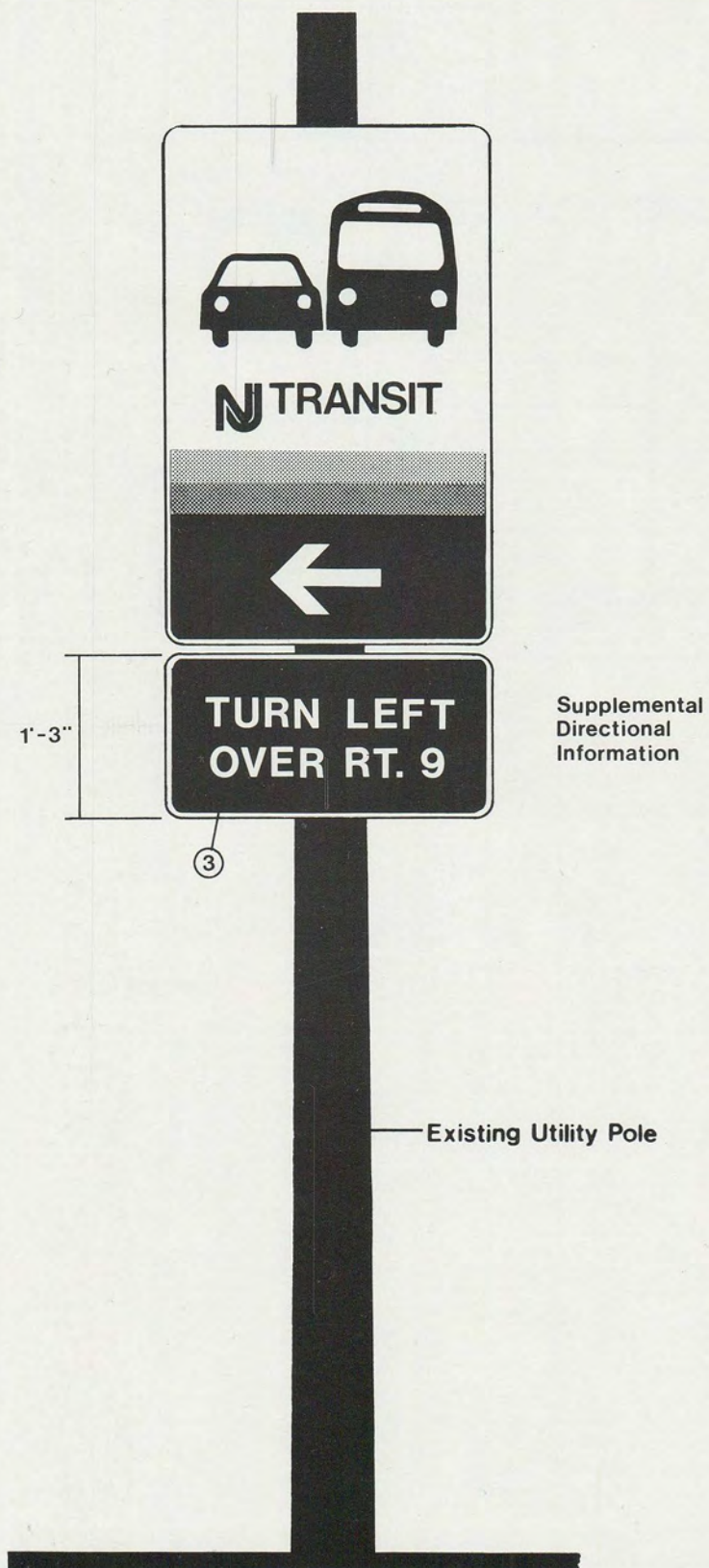
Refer to sections:

- 801 Aluminum Sign Panels
- 806 Die Cut Letters and Symbols
- 807 Reflective Sheeting

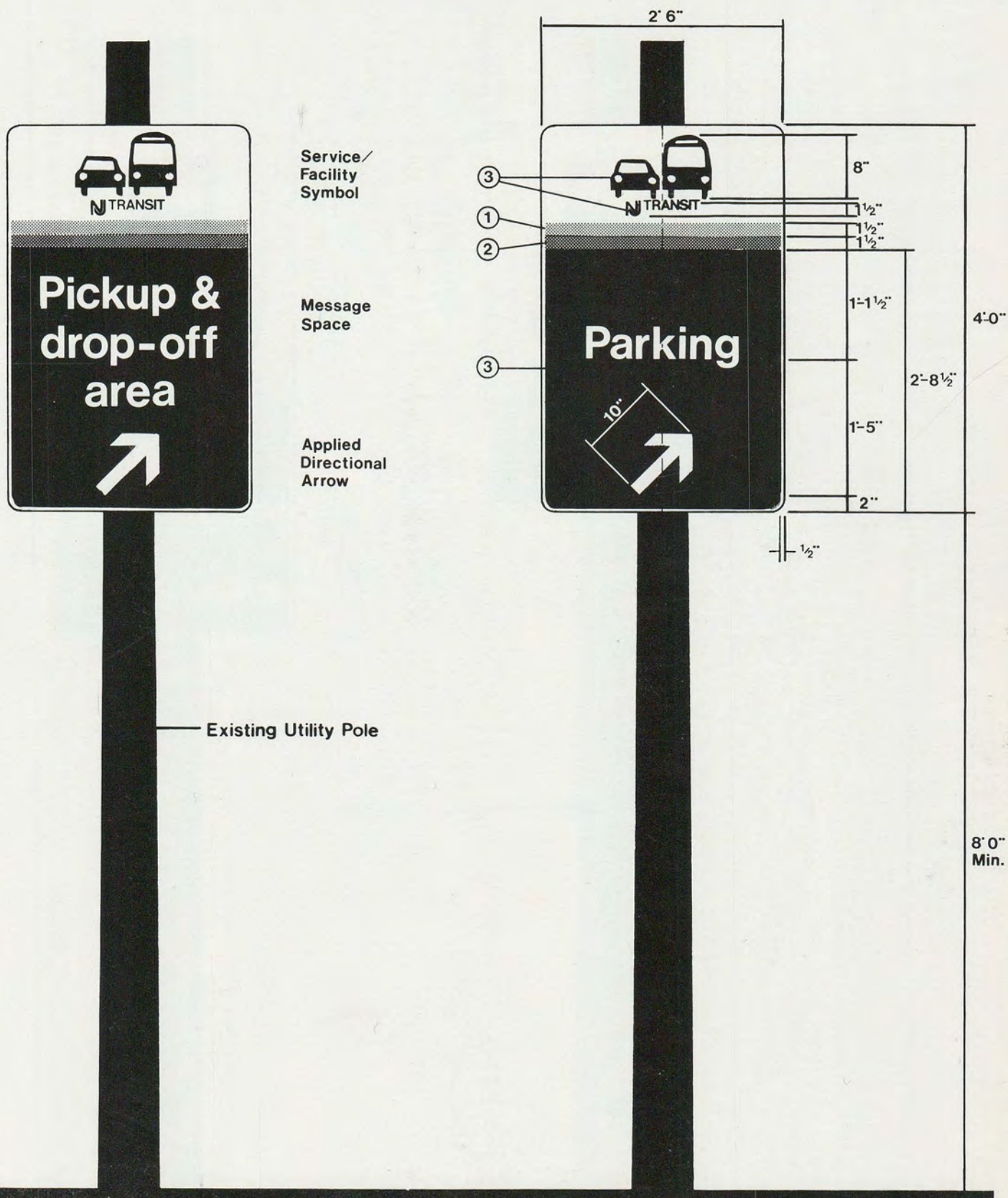




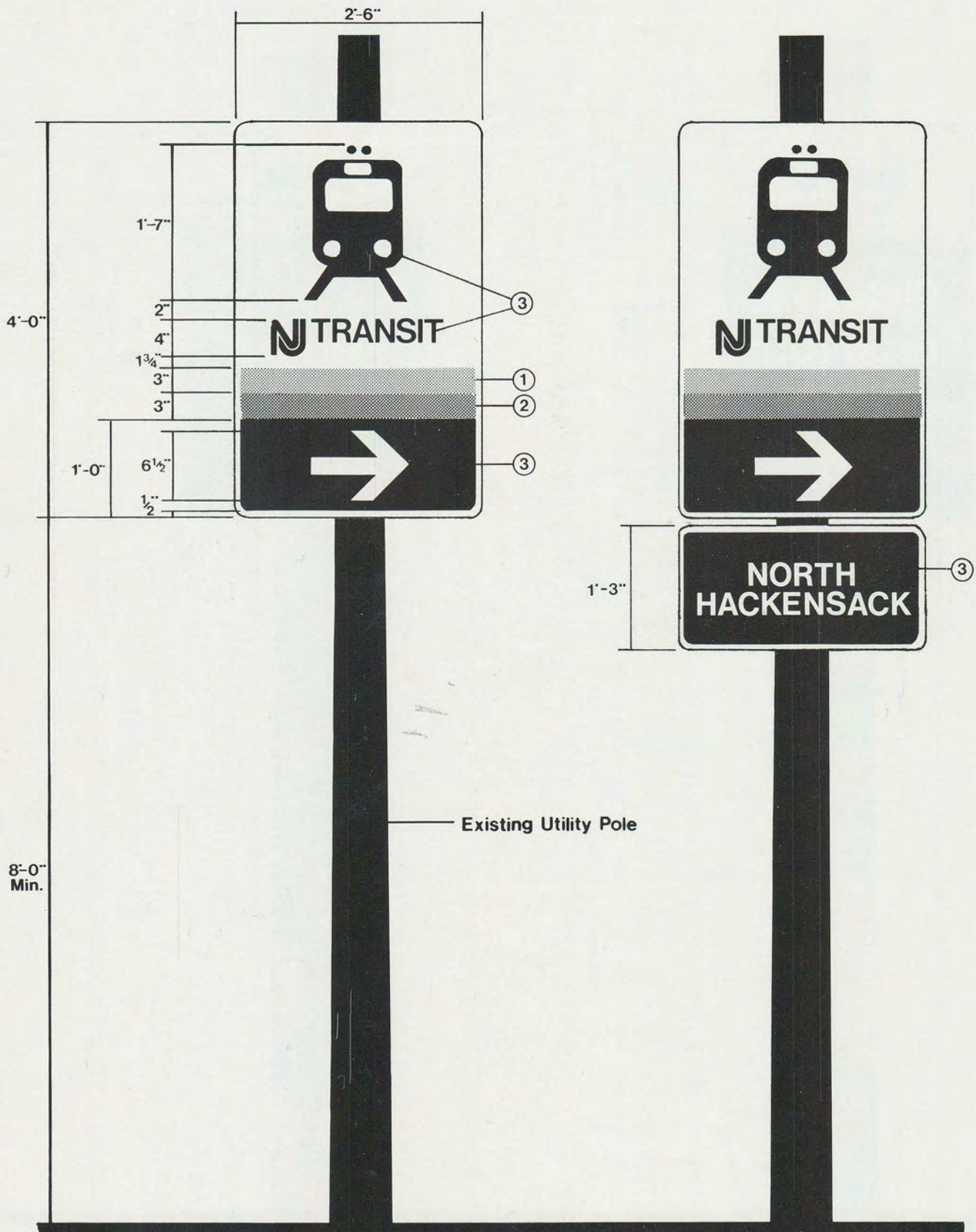




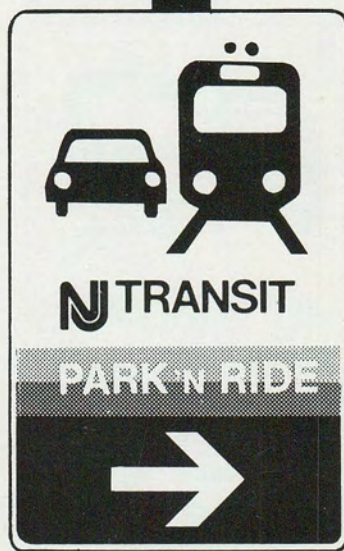






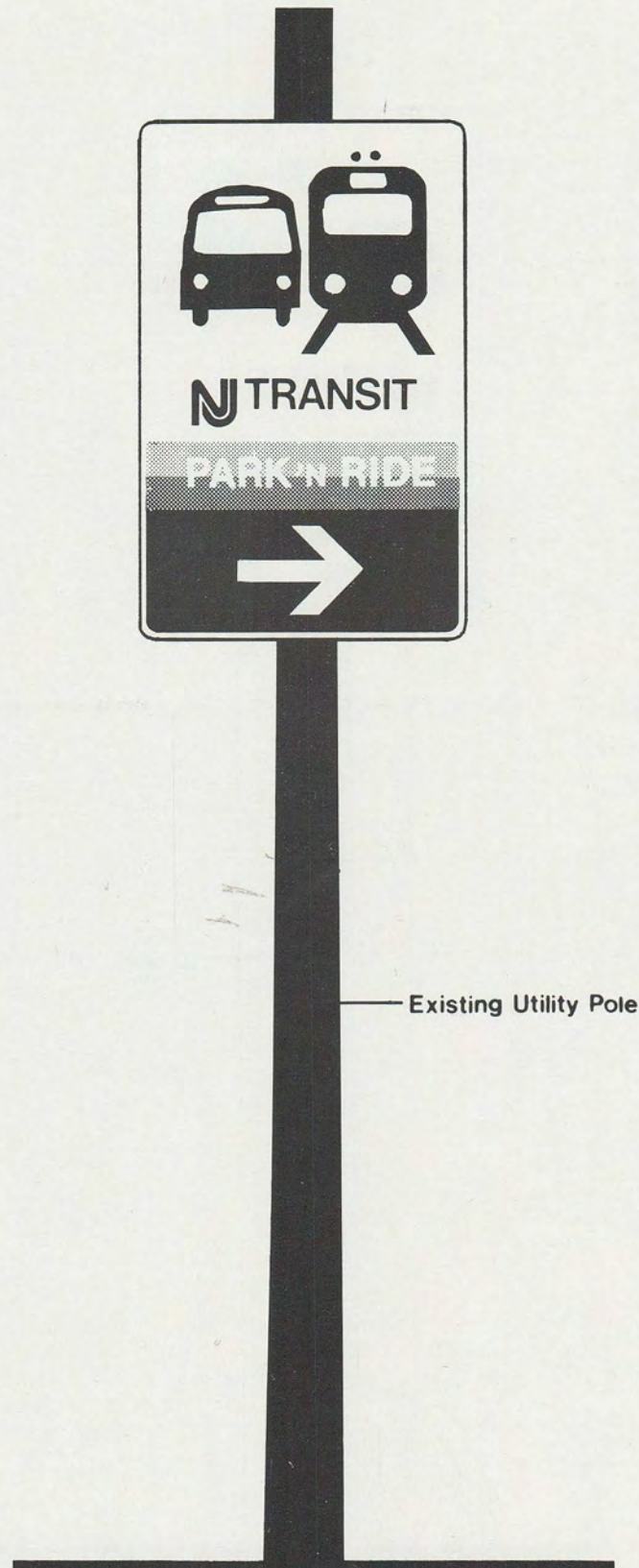






Existing Utility Pole







## DESCRIPTION

The graphic standards described herein apply to:

- 513 Terminal Exterior Identification (suspended)
- 514 Terminal Exterior Identification (wall mounted)

These types of signs are used to identify NJ TRANSIT bus terminals, such as New Brunswick, or East Brunswick Transportation Center. The design resembles the primary "focal target" of NJ TRANSIT's street signage, the bus stop sign, with the blue field on the lower fourth of the sign used for identification of the name of the terminal. The "bus" mode pictograph is used to identify the function of the facility.

## APPLICATION GUIDELINES

Signs of this type shall be internally illuminated for maximum usage and nighttime visibility.

Sign faces shall be vacuum formed of 3/16" translucent white polycarbonate or high impact strength acrylic.

Metal frame shall be aluminum, mineral brown color, baked enamel finish. Alternate finishing method shall use air dry polyurethane enamel.

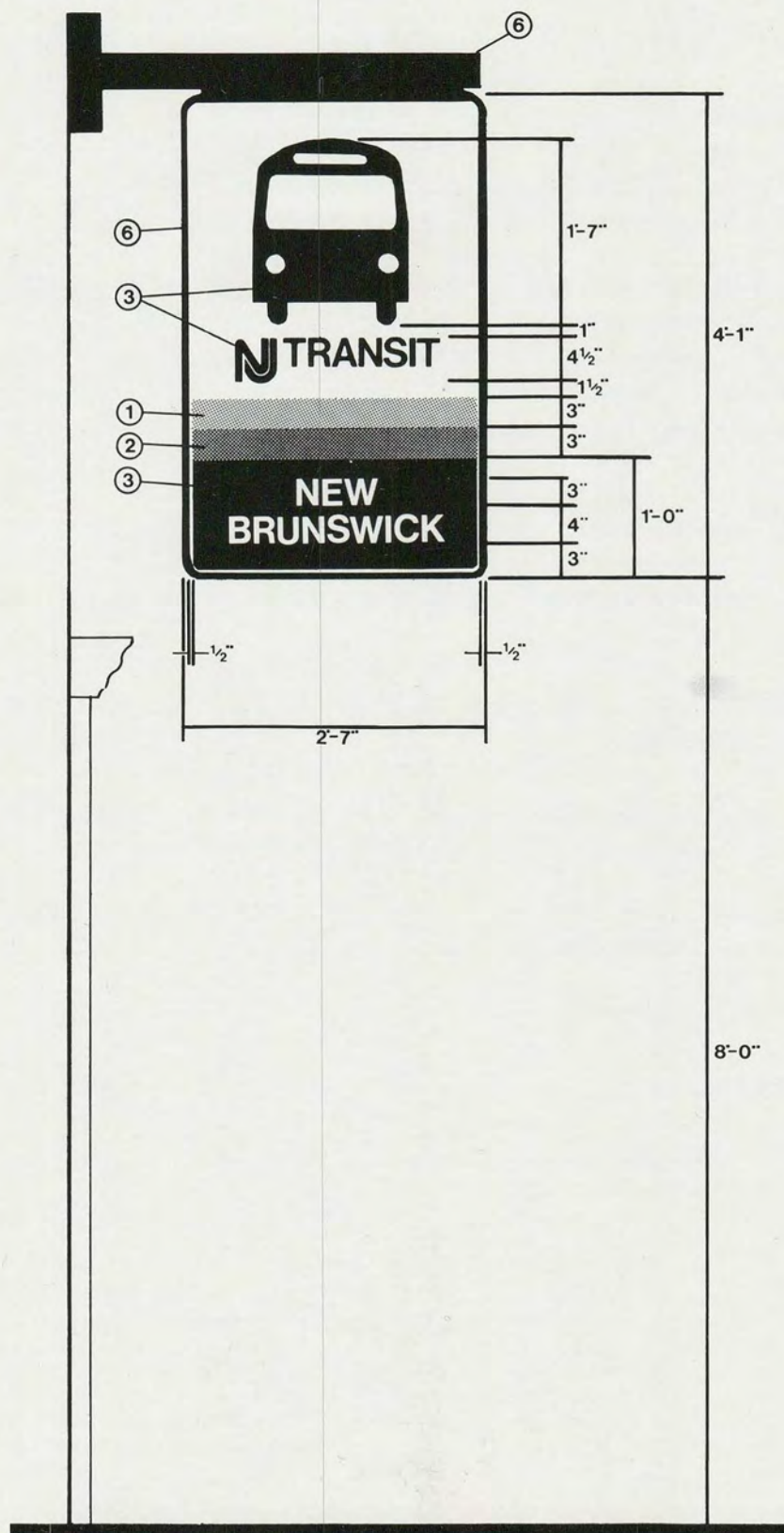
Message shall be silk screened, or mask sprayed using exterior grade translucent inks such as Wyandotte Grip Flex inks or equivalent.

## MATERIAL SPECIFICATIONS

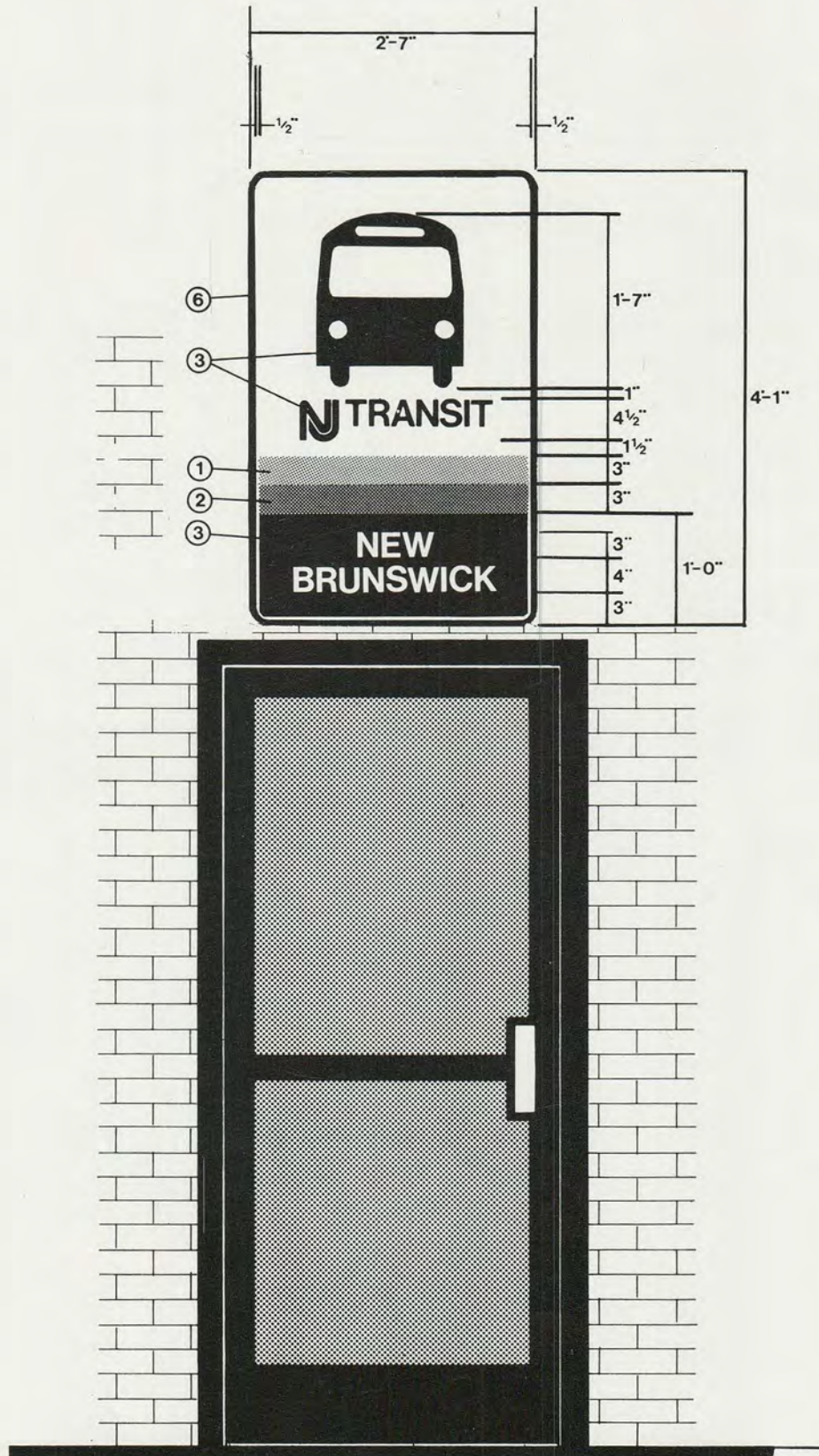
Refer to sections:

- 802 Aluminum Extrusions
- 805 Screen Process Printing











## DESCRIPTION

This decal shall be utilized on the entrance doors or windows of bus terminals where NJ TRANSIT shares space with other operators/carriers and regulations prohibit any large exterior sign to identify any single carrier. It will help make the public aware of NJ TRANSIT's presence in the terminal.

## APPLICATION GUIDELINES

Decals shall be Controltac film series 180-10 with 3900 series screen printing inks with adhesive on the front side. Decals shall be applied to inside face of door or window.

Decal should be located in the vicinity of door handle, allow minimum of 2" between other decals or framing.

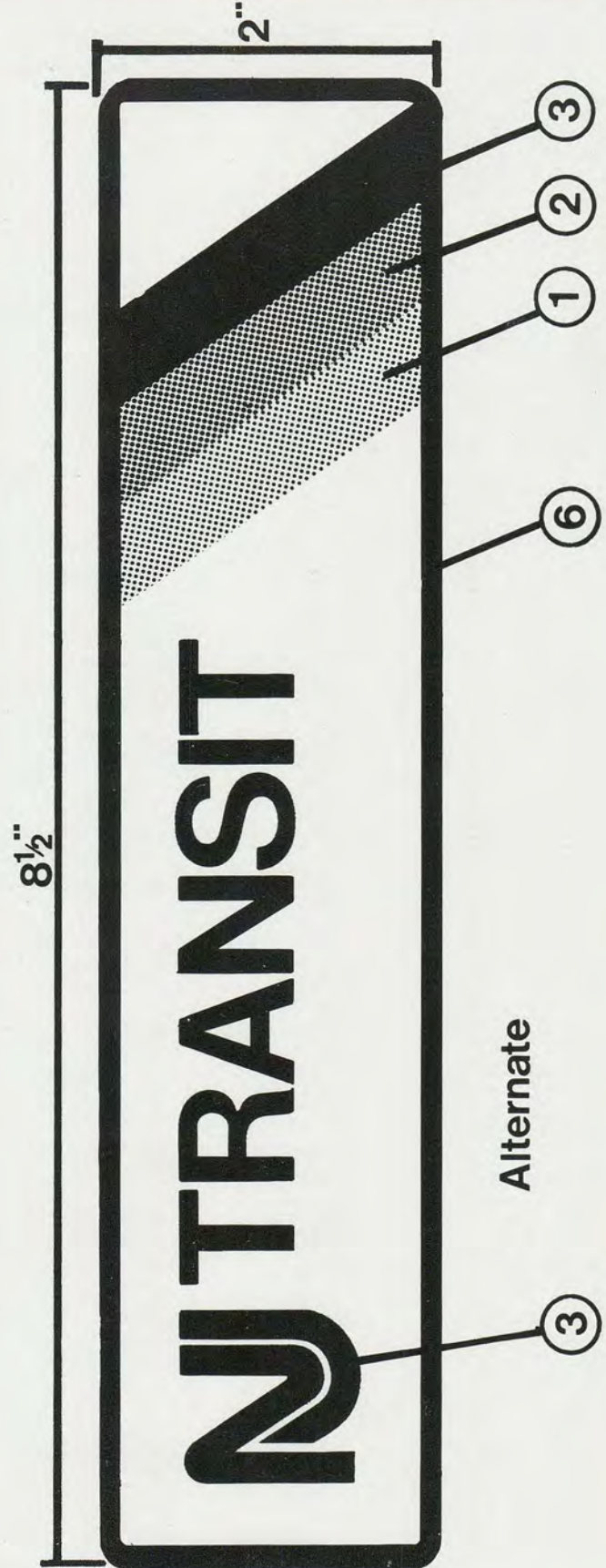
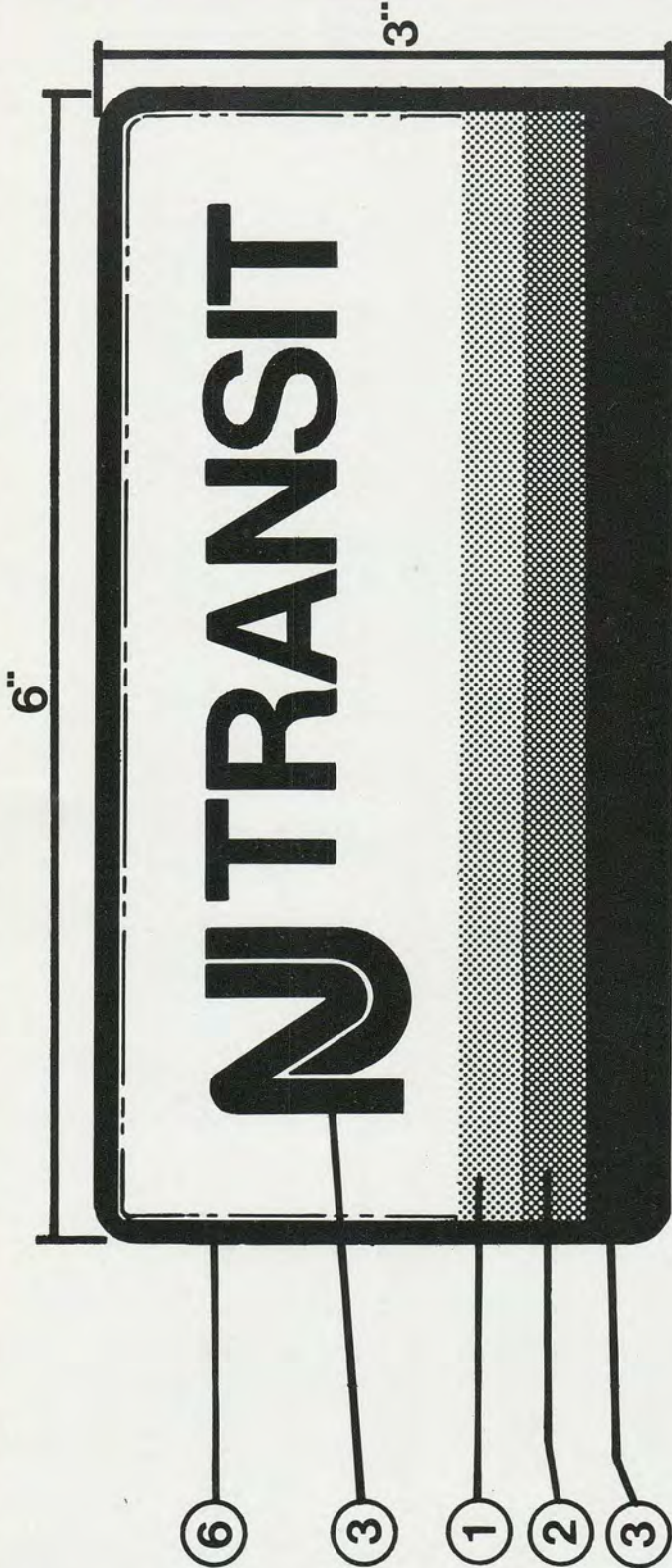
Background color of decal shall be translucent white.

## MATERIAL SPECIFICATIONS

Refer to section:

806 Die Cut Letters and Symbols







## DESCRIPTION

This transit information display shall be used in bus terminals such as East Brunswick, New Jersey Turnpike Park n Ride at Exit #9 to provide a comprehensive overview of transportation services within a county. The display consists of three parts: a header panel, area of display of a county transportation map, and a description of currently available transportation options available to the customer from that point. Supplemental schedules, maps, or other literature may be contained in the pocket behind this panel. Two versions are available, free standing and wall mounted. The second side of the free standing display may be utilized for display of the second side of the map, NJ TRANSIT intercity bus routes, or promotional material. The map display area has been sized to accommodate most existing county public transportation maps.

## APPLICATION GUIDELINES

Until new maps are developed, map should be an existing unfolded county public transportation map trapped behind 1/4" clear acrylic.

Specific information concerning available transportation services shall be stated in a consistent, simplified manner for each transportation service. Service limitations should be stated. This information should be prepared in a standard 8-1/2" x 11" format for ease of printing and replacement. The most desirable reproduction of this information would be printing on film. An acceptable alternate would be typewritten sheets, trapped behind 1/4" clear acrylic.

The routes on the map should be color coded and coordinated with the transit service categories below for easy reference.

Local	—	Opaque Black
Regional	—	Black for bus, rail lines per colors indicated in 701 Rail System Map
Taxi-Limo	—	Brown (PMS 450)
Special	—	Green (PMS 354)

The basic construction of the free standing and wall mounted display are the same. The header, map and available transit panel should be assembled independently of the free standing legs.

All framing and posts shall be aluminum, finished to match rust brown color, or equivalent color match in Alcoa Duranodic finish.

All heading messages and stripe shall be silk screen applied.



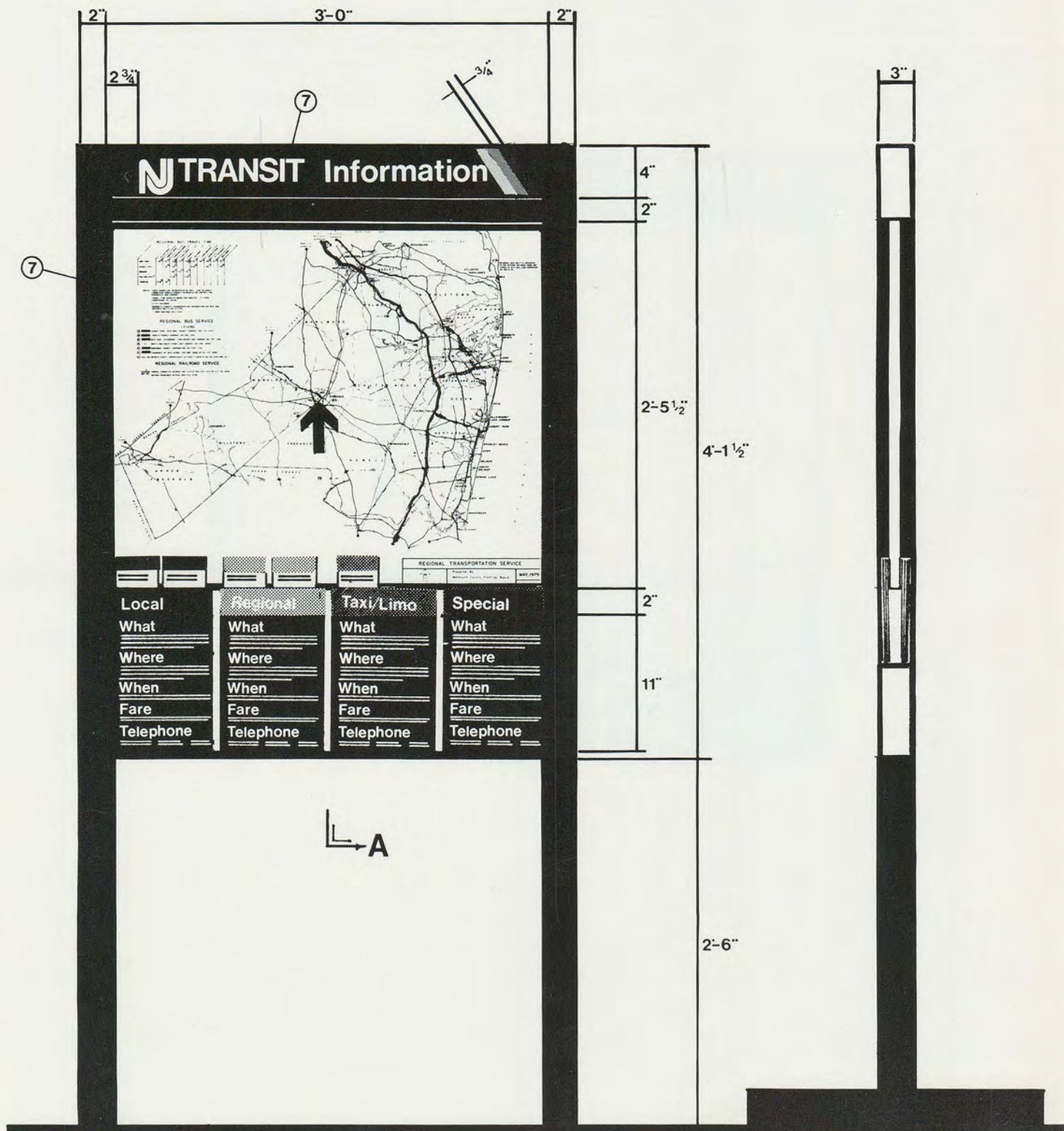
Bottom of schedule/literature area may be utilized for storage of additional literature.

#### MATERIAL SPECIFICATIONS

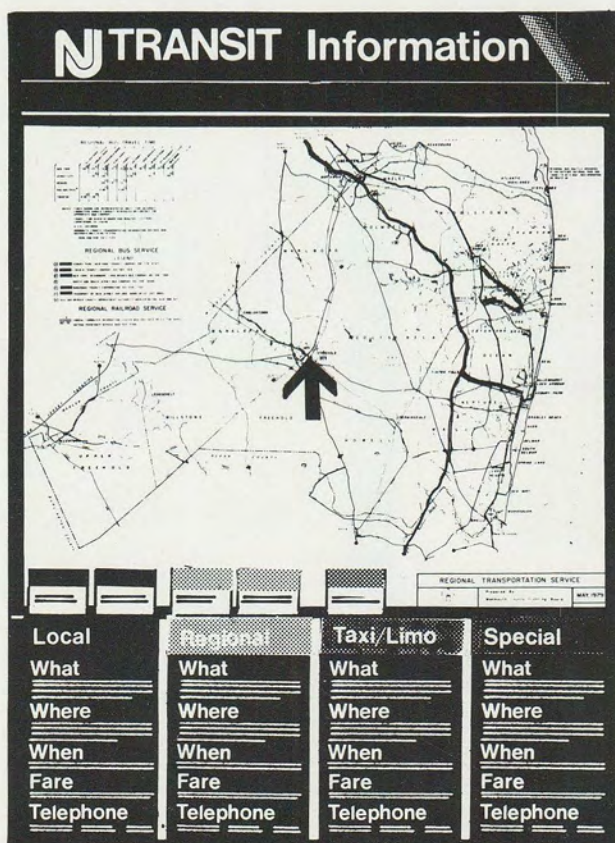
Refer to sections:

- 802 Aluminum Extrusions
- 804 Paint
- 805 Screen Process Printing









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## DESCRIPTION

This sign type is to be utilized consistently to denote the vehicular entrance to major commuter rail stations and site or parking areas such as Metropark. It should designate the main entrance by auto to the station parking areas and is not appropriate to major stations in urban areas. The sign should not be used at stations or settings with a historical character. It is a major internally illuminated sign, scaled for use on arterial and major streets. The sign should be easily recognizable since the design and proportions are a reinforcement of the basic rail station trailblazer sign and it reinforces NJ TRANSIT's primary signage "focal target".

## APPLICATION GUIDELINES

Blue field in lower portion of sign shall be used to identify the station name in all caps. Longer station names shall be stacked and centered on two lines.

All signs shall be subject to applicable county and local municipalities' signage ordinances regarding design, location, right of way, wind loading, and installation method.

Sign shall be double faced, with uniform illumination over the entire face with no visible light or dark spots.

Sign face material shall be translucent white 3/16" exterior sign grade polycarbonate or equivalent. Sign panels shall be vacuum formed with corner radii as shown.

Framing shall be aluminum; post shall be steel finished to match rust brown in baked enamel. Framing edge and retainer strips shall be visually minimized on the frontal view, and meet standard industry practice for integrity, strength, securement, and sealing.

Sign shall be silk screen applied using Wyandotte Grip-Flex ink or equivalent. Colors shall butt without ragged edges. Colors shall match:

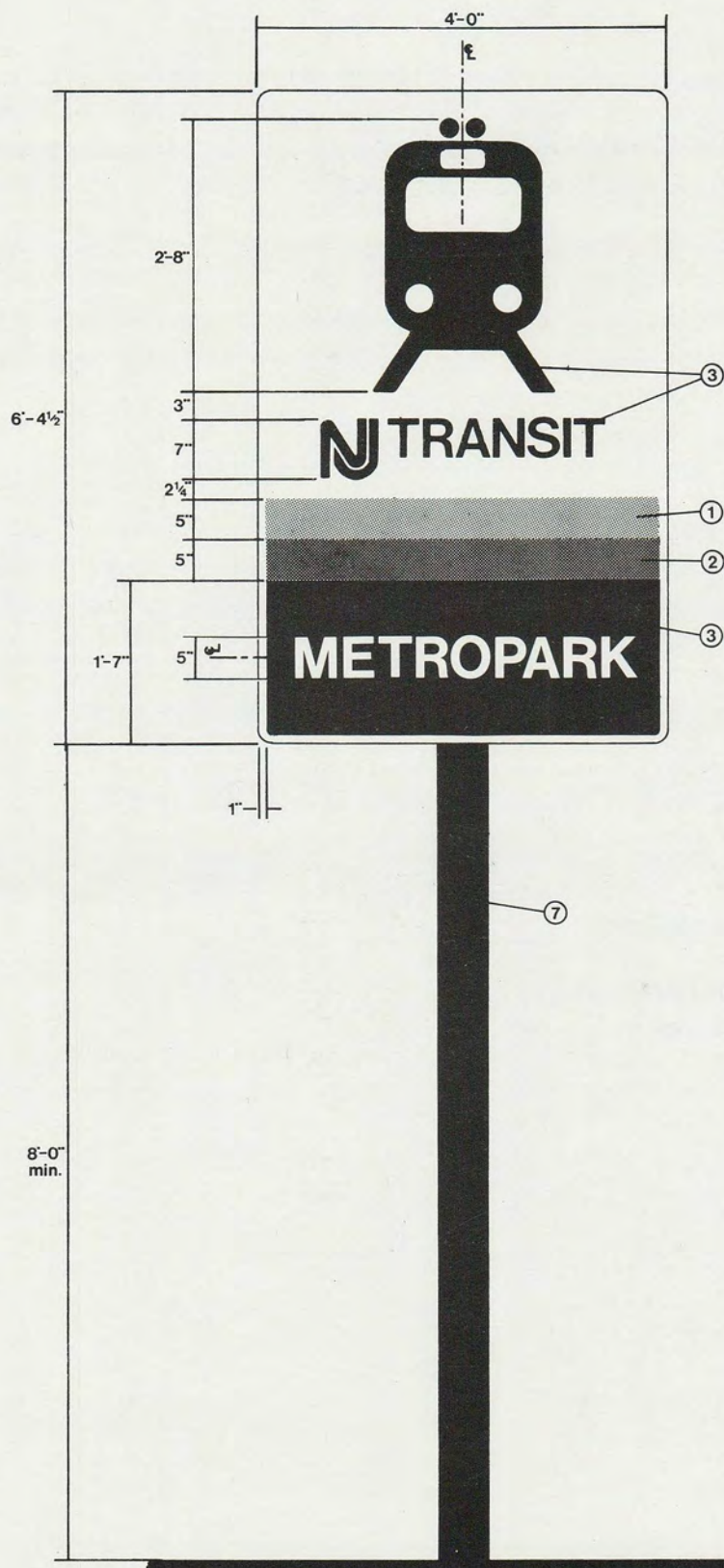
PMS 246 Magenta  
PMS 165 Orange  
PMS Reflex Blue

## MATERIAL SPECIFICATIONS

Refer to sections:

- 803 Steel Posts
- 804 Paint
- 805 Screen Process Printing







## DESCRIPTION

This sign type shall be utilized to denote the vehicular entrance to commuter rail stations site or parking areas such as Basking Ridge, Raritan, or North Hackensack. Its size and proportions are comparable to the 517 Vehicular Entrance Identification sign, except this sign is non-illuminated, scaled for use on secondary streets.

## APPLICATION GUIDELINES

Sign face shall be reflectorized with 3M Scotchlite or equivalent. Message shall be silk screen applied (symbol art to be the same as 517 Vehicular Entrance Identification sign and rail station trailblazer).

Station name shall be applied pre-spaced Scotchlite vinyl die cut letters; single line messages shall be vertically centered.

Sign panel to be .100" aluminum fabricated with same production method as trailblazer 30" x 48". Panels shall be directly attached to 3" square tubing or existing utility pole.

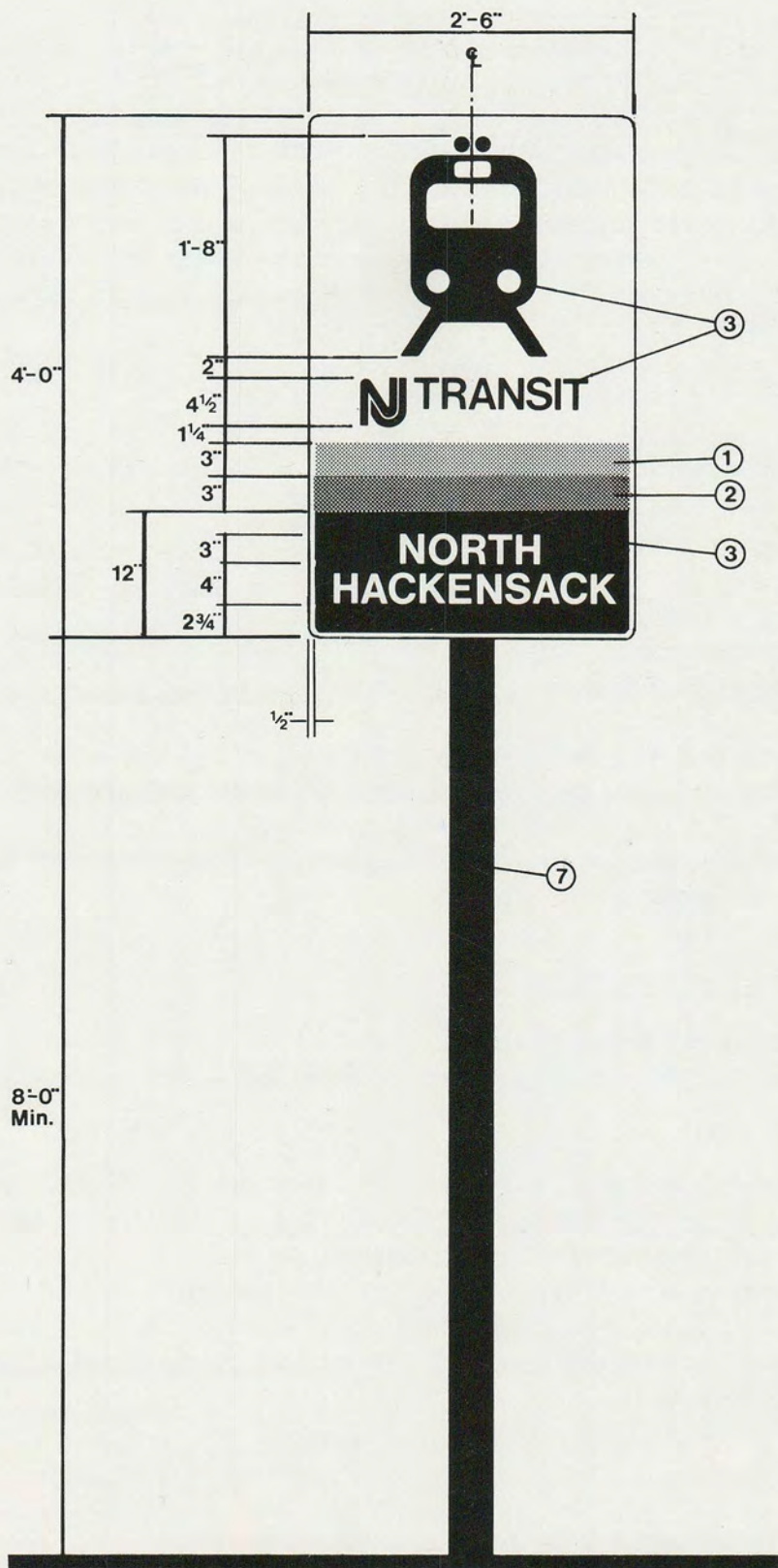
Posts shall be finished with baked enamel or polyurethane paint or equivalent.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 804 Paint
- 806 Die Cut Letters and Symbols
- 807 Reflective Sheeting







## DESCRIPTION

This sign type shall be utilized consistently throughout all rail and bus station parking lots and roadways. It should also be utilized where vehicular directional information is required at NJ TRANSIT bus and rail maintenance facilities. The signage system consists of various sign panel sizes to accommodate varying types and amounts of information in a common format. Sign panel sizes correspond to Manual on Uniform Traffic Control Devices standard blank sizes and utilize standard materials and industry production techniques for message application. Some messages/panels are commonly used throughout the system, with variation only in the directional arrow.

## APPLICATION GUIDELINES

Sign panel size shall be determined by message amount. Concise and brief messages shall be utilized. Length shall be determined by specific message and layout requirements. Sign width/application guidelines are:

- 48" wide — Multi-message/multi-directional signs
- 30" wide — Single or multi-message/single directional signs
- 12" wide — Information/regulatory signs

Additional messages, if required at a future date, shall be added via a separate sign panel of an equal width located below the sign panel.

Signs shall be single or double face according to application/requirements and oriented perpendicular to vehicular traffic flow.

### Layout:

Multi-message/multi-directional signs shall be flush left with directional arrows in the left margin of the panel. All other sign types shall have messages and arrows centered.

All messages shall be reflectorized with 3M Scotchlite film or equivalent. Single or low volume signs shall utilize die cut letters for message. Volume production signs shall have message silk screened over 3M Scotchlite sheeting. Arrow shall be applied separately, oriented according to location requirements.

Sign posts shall be aluminum extrusions or steel galvanized poles finished with baked enamel or polyurethane paint.



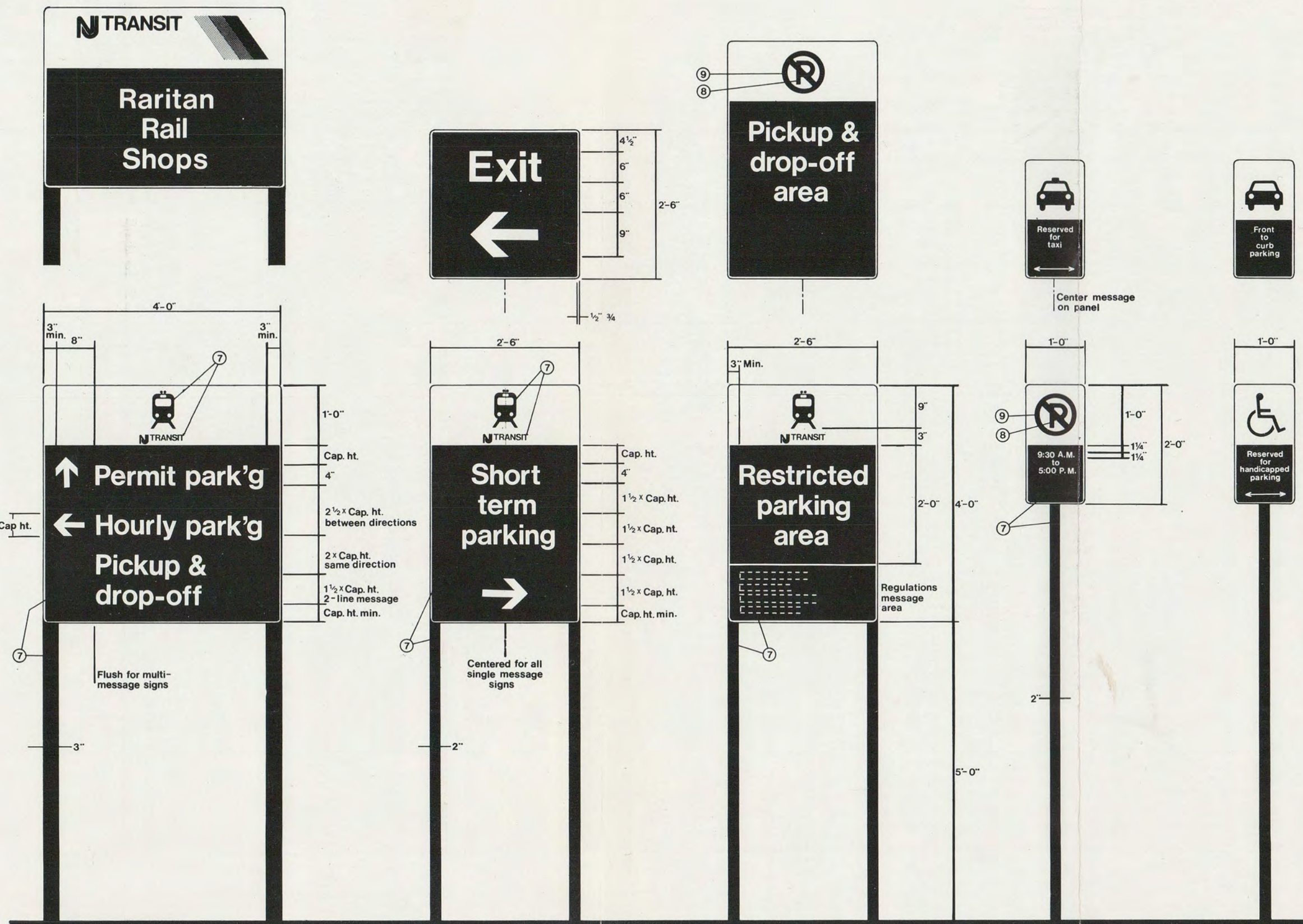
Sign panels shall be aluminum with minimum radius 90 degree corners. Thickness shall vary according to sign blank size. Suggested guidelines are stated in the "Aluminum Sign Panels" in the Material Specifications section of this manual.

#### MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 802 Aluminum Extrusions
- 804 Paint
- 806 Die Cut Letters and Symbols







## DESCRIPTION

This sign type shall be utilized at major rail and bus stations having extensive and/or remote parking areas. These signs provide customers with direction, information, and orientation concerning various transit services, modes, and facilities. They should always be located within the site boundaries of station parking areas, not on streets.

## APPLICATION GUIDELINES

Directional signage shall consist of modular aluminum panel message slats, approximately 1" thick stacked between two posts. Messages and layout should be flush left allowing for a separately applied directional arrow.

Directional sign messages shall be silk screened, or spray mask painted. Common messages shall be utilized, coordinated with terms used in other station interior directional signage (528).

Information pylon is double faced with suggested information to include, but not limited to:

- departure times of trains from nearby station
- departure times and listing of connecting buses at nearby bus stop
- a pedestrian oriented schematic sector map of the immediate station area, with the locations of nearby bus stops, train stands, telephones, and additional parking shown

Messages on pylon shall be applied directly to panels with 3M Controltac film 180-10 series with a clear coat seal.

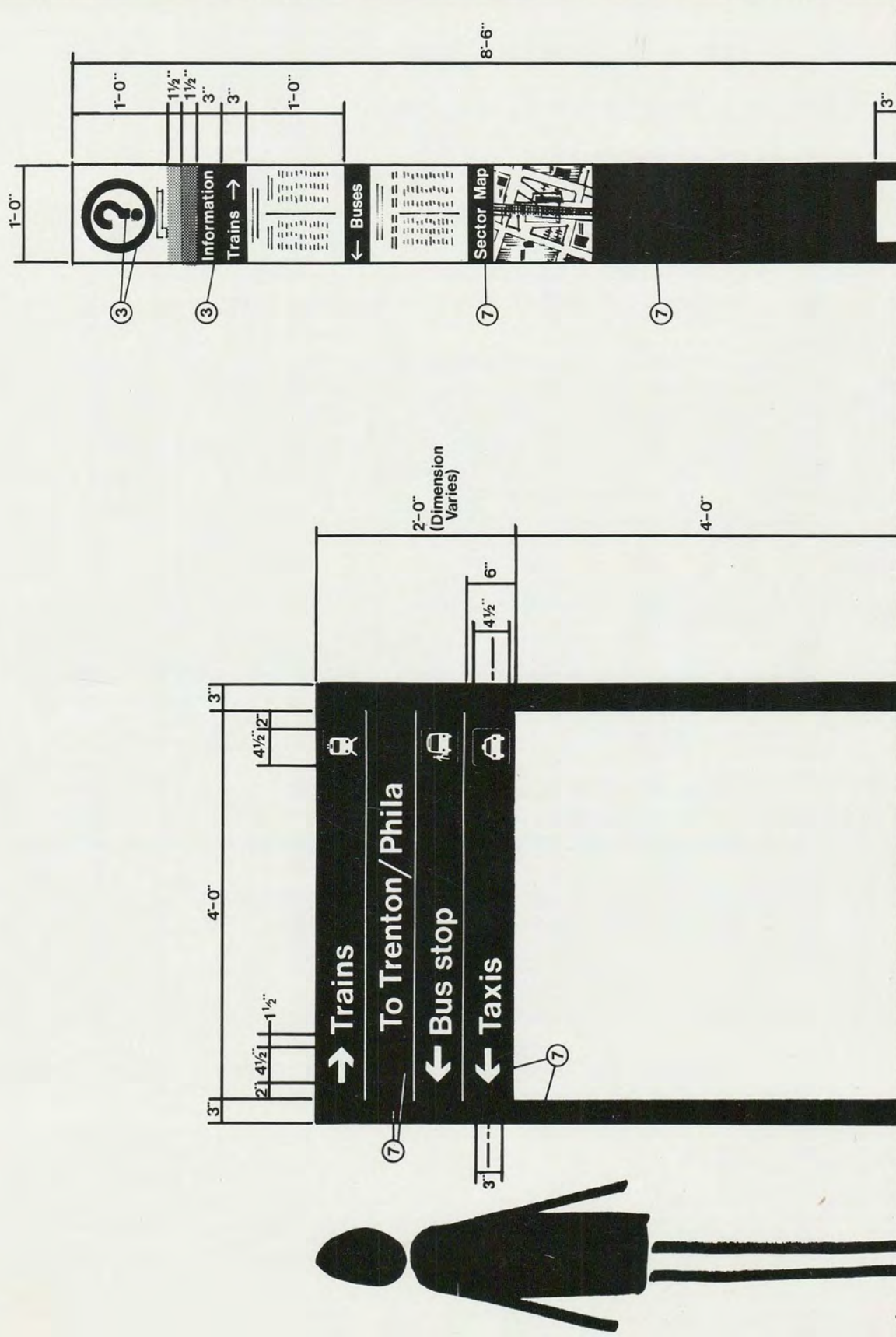
Construction of information pylon shall be similar to 505 Major Transfer Points. Construction of directional signage message panels shall be similar to 528 Interior Directional Information.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panel
- 802 Aluminum Extrusions
- 804 Paint
- 805 Screen Process Printing
- 806 Decals, Die Cut Letters and Symbols







## DESCRIPTION

The standards described herein apply to:

521	Station Entrance Identification	(Elizabeth)
522	Station Entrance Identification	(Madison—historical treatment)
523	Station Entrance Identification	(New Brunswick)
524	Secondary Entrance Identification	(New Brunswick)

These signs shall denote the main and secondary pedestrian entrances to the station and should be prominently located above each entrance. The format allows for adaptability to a variety of architectural conditions. A special sign type and style, as shown in 522 Madison—historical treatment, should be utilized at stations designated as official historical landmarks. Typeface utilized for historical landmark stations shall be Clarendon Medium. Only the building exterior sign shall have this special design; all other site, interior, and platform signs shall conform to standards.

## APPLICATION GUIDELINES

Signs, except historical station signage, shall be a common 1'-0" height with the sign length determined by the station name. Length shall be rounded off to nearest foot or one-half foot increments.

Signs should be suspended above the entrance as much as possible. Where the sign is mounted to an entrance canopy, or above a door opening, such as Elizabeth, the length shall be coordinated with the fascia or other entrance architectural features.

Where the entrance is remote or on another level from the station, the train pictograph shall be used in conjunction with the station name to clarify the function of the entrance.

Station names shall be brief and coordinated with map and schedule terminology.

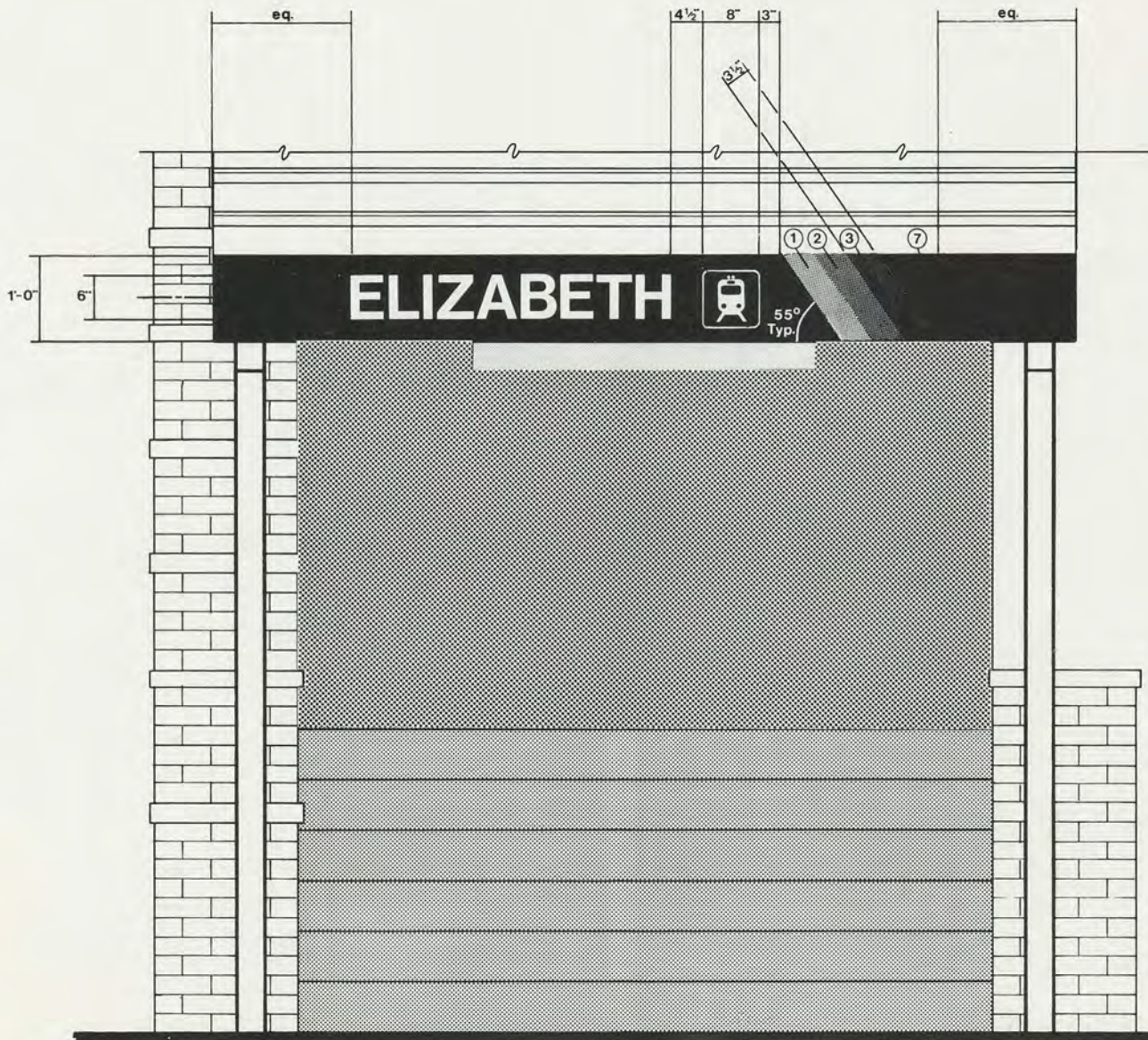
Signs shall be non-illuminated aluminum sandwich panel construction. Message, stripe, and background color shall be porcelain enamel.

## MATERIAL SPECIFICATIONS

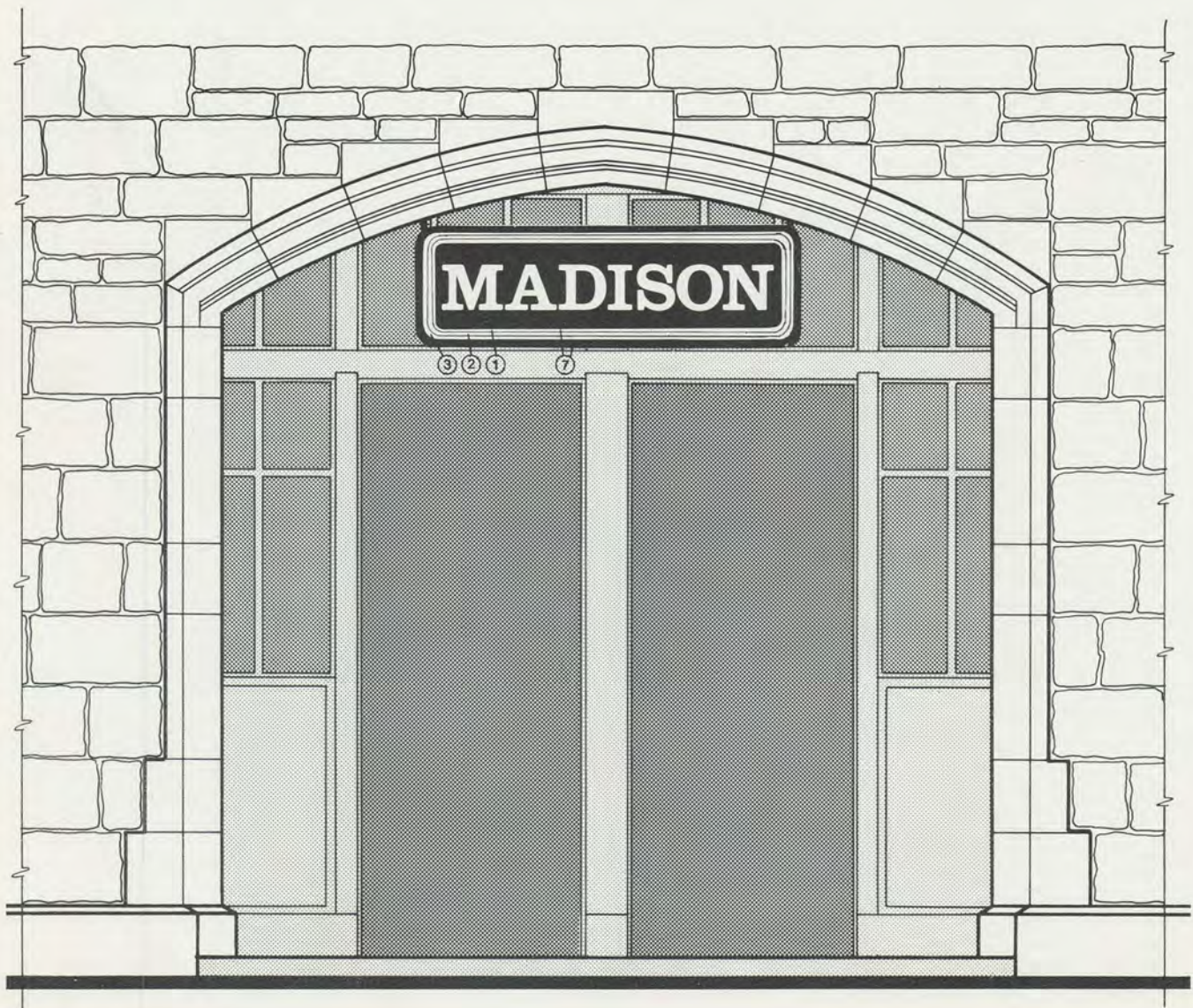
Refer to sections:

801	Aluminum Sign Panels
802	Aluminum Extrusions
804	Paint
805	Screen Process Printing

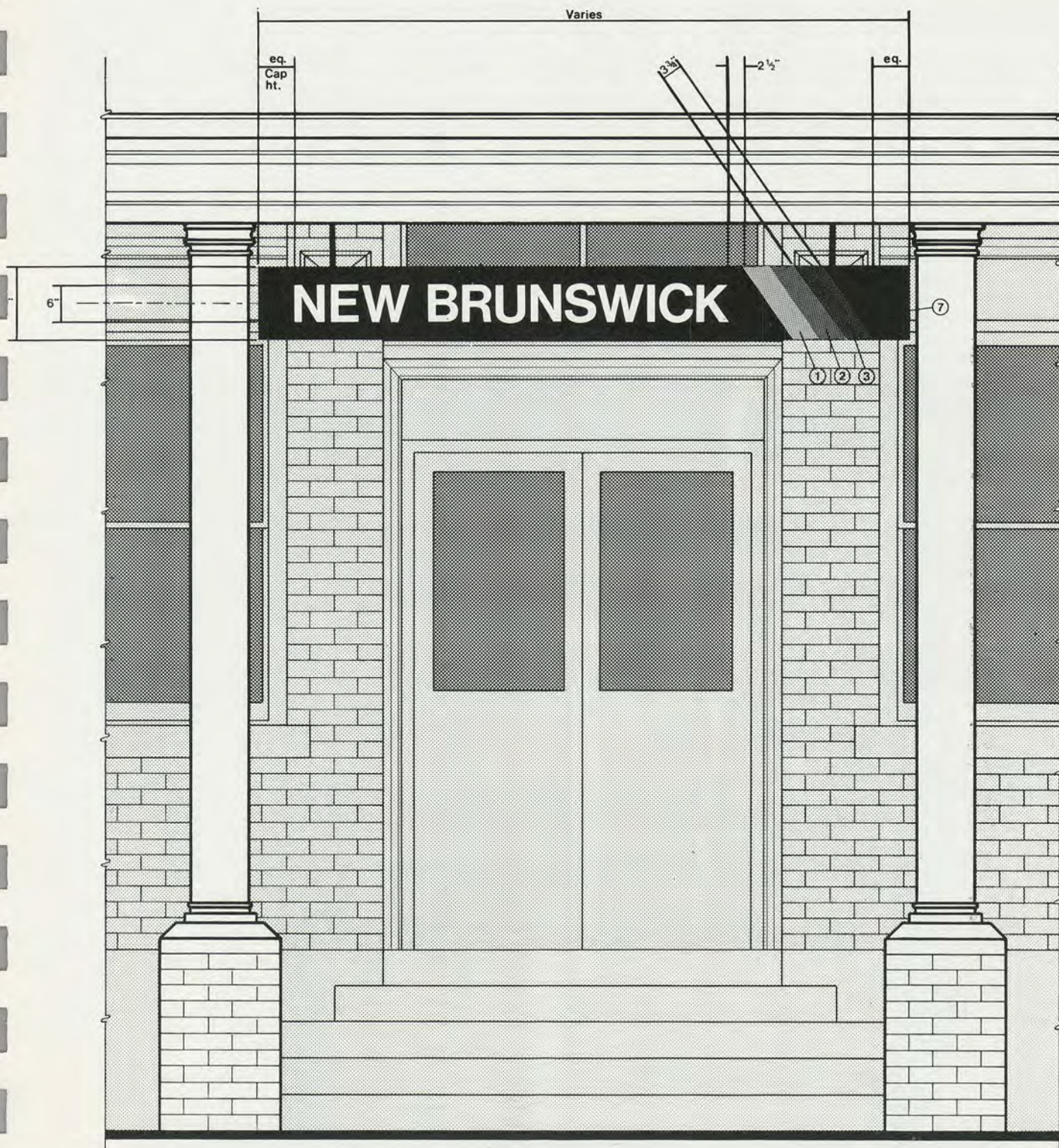




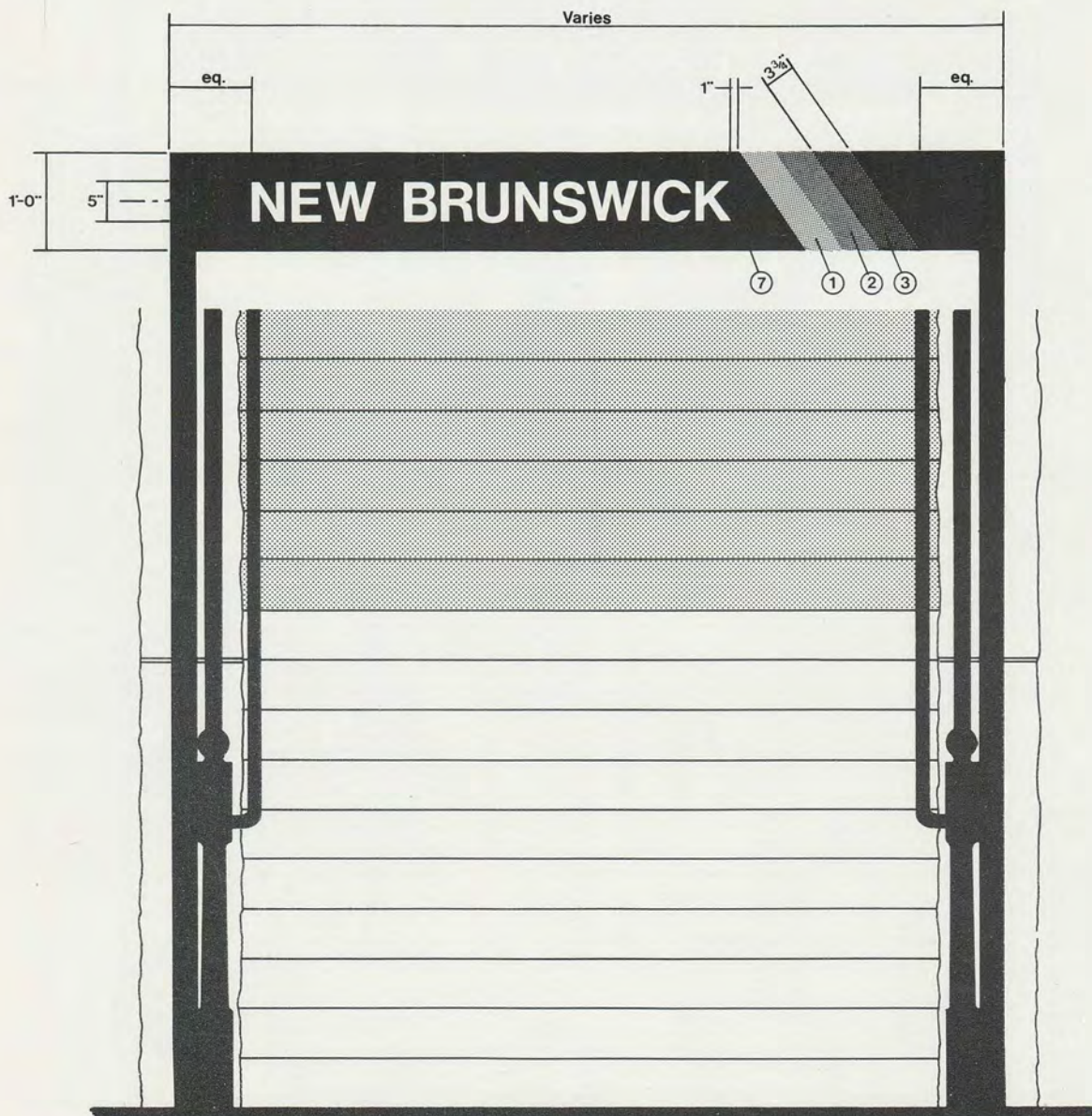














## DESCRIPTION

This information display shall be posted adjacent to the ticket windows of stations. This display organizes the myriad announcements, schedules, fare information, and station hours information which presently clutter the ticketing area. The display is flexible, allowing for the display of a variety of information, including community events, and other news items of interest to customers.

## APPLICATION GUIDELINES

Service information shall be on standard 8-1/2" x 11" sheets of paper. These may be printed or typewritten. Each information item shall be identified by an effective date and termination date (if known).

The entire face of the display shall be 1/4" clear acrylic or polycarbonate with abrasive resistant coating. This glazing shall trap the contents of the display.

Fares, station hours, information on how to use the train (steps 1, 2, 3, etc.) shall be common information for as many stations as possible. For example, one fare chart can be used for a line with an applied arrow indicating the fare from a particular station.

Schedule information should indicate the departure times of trains in each direction or post an existing schedule.

Bus service should list and describe bus service available from a particular station, or bus stops within 2 blocks walking distance.

Announcements can be marketing promotions, service changes, fare changes, or community events.

The subject heading panels shall be independent of messages and printed on thin opaque plastic strips removable and repositionable if necessary to vary the type and amount of information among stations. Heading messages shall be silk screened. Station name shall be vinyl die cut letters. Tricolor stripe shall be silk screened.

Construction of display frame and header shall be similar to 541 System Information Display.

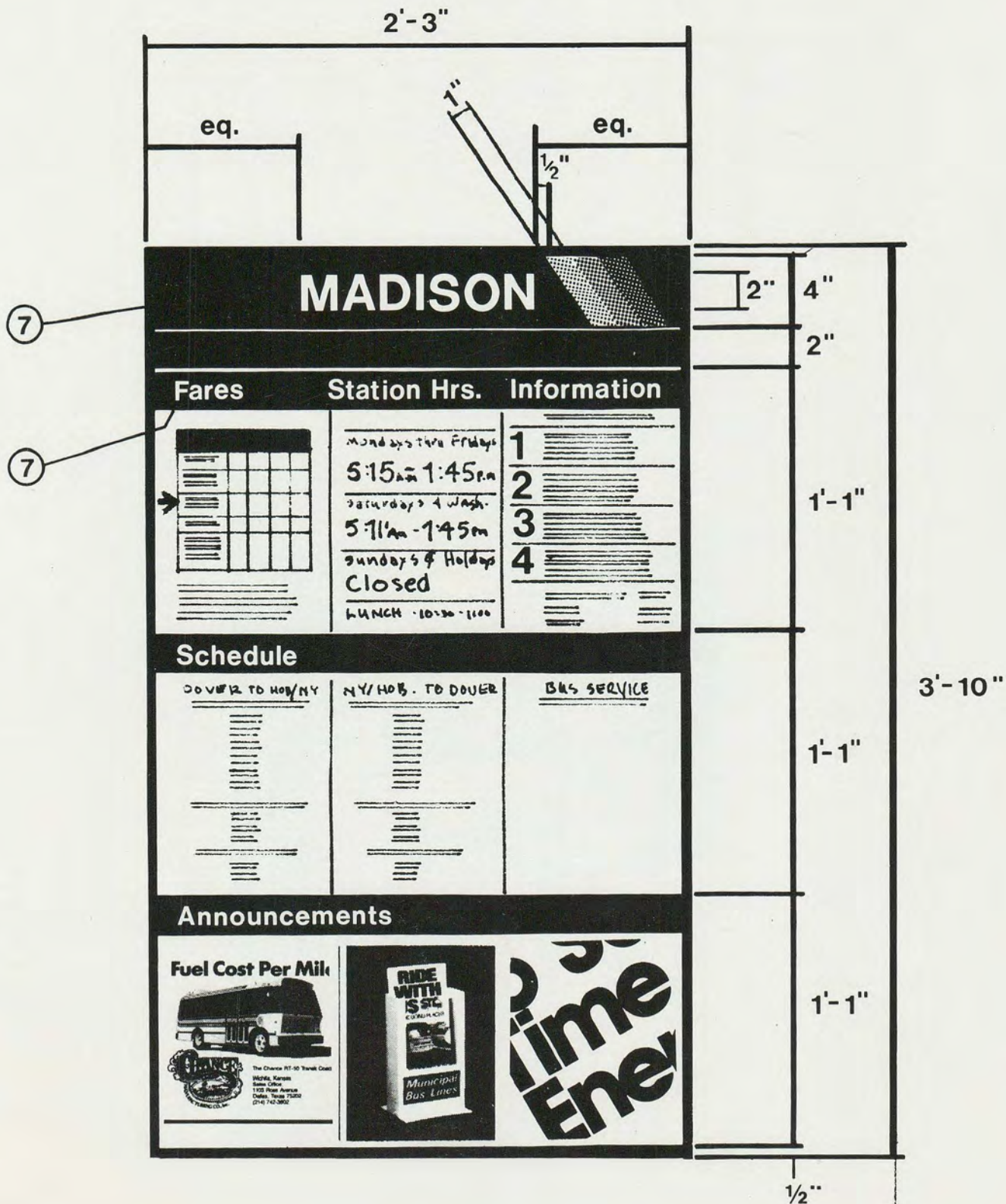


## MATERIAL SPECIFICATIONS

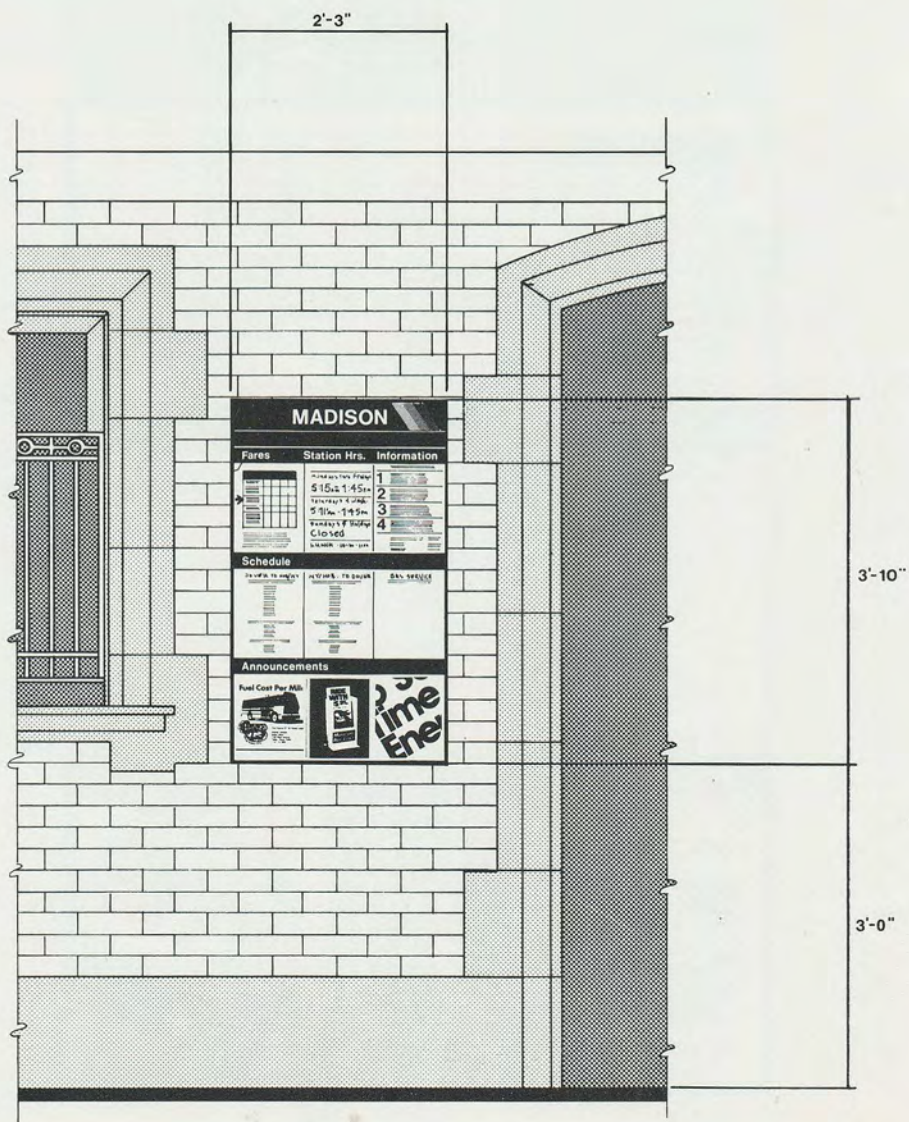
Refer to sections:

- 802 Aluminum Extrusions
- 804 Paint
- 805 Screen Process Printing
- 806 Decals, Die Cut Letters and Symbols











## DESCRIPTION

The standards described herein apply to:

- 526 Ticket Window Identification (Elizabeth)
- 527 Ticket Window Identification (Bernardsville)

This type of sign identifies the station ticket window. It should be located above the ticket window, either applied directly to the glass as a vinyl decal, as in the Elizabeth station, or as a separate sign panel as shown in the Bernardsville station.

## APPLICATION GUIDELINES

Sign shall be 6" high, with the same message and format used consistently throughout all stations. Length of sign shall be coordinated with the size of the ticket window area. Sign should define the top edge of the ticket window.

Word, symbol (universal language), and stripe shall be centered horizontally within the sign length. Stripe shall butt top and bottom edge of sign.

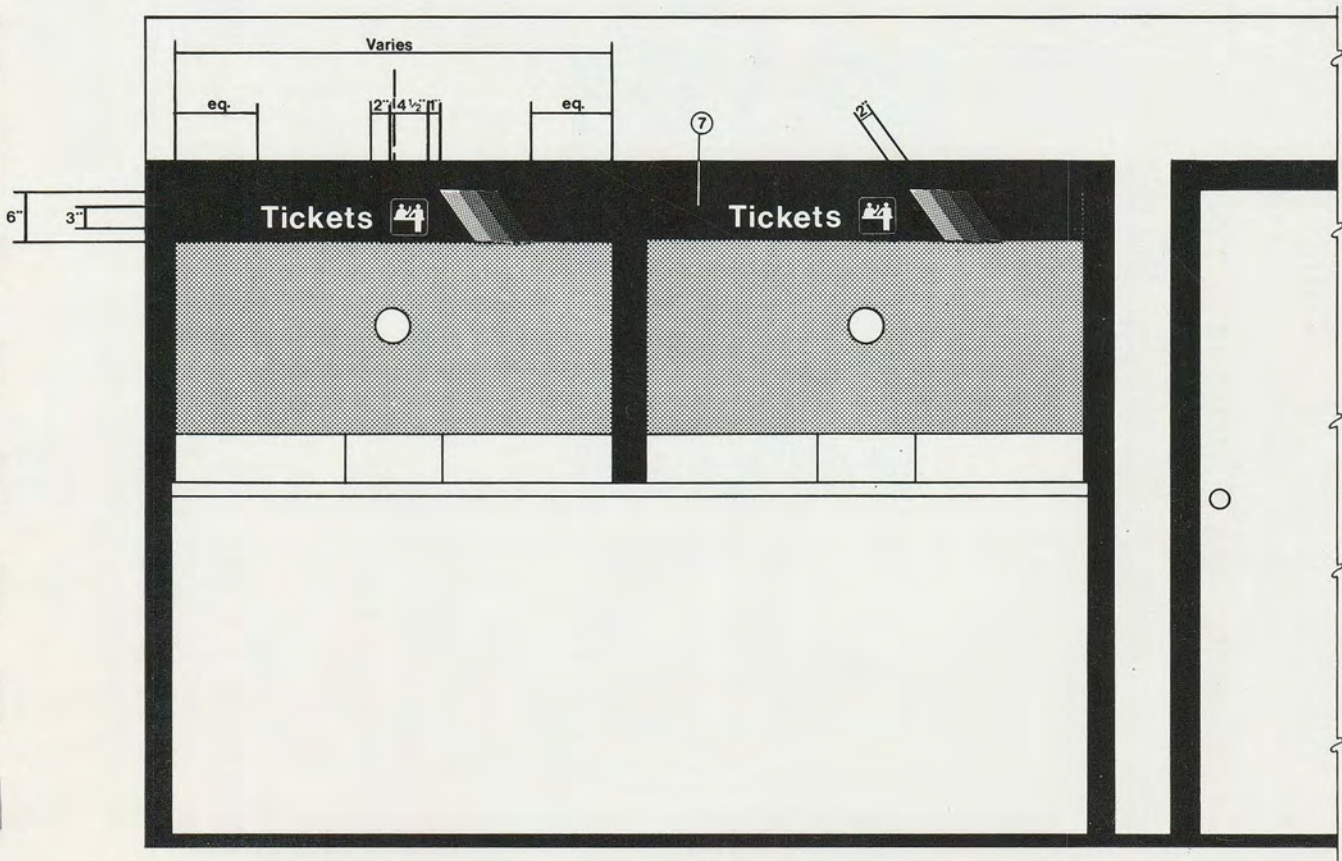
When a sign panel is used, it shall be aluminum, with message silk screened. Sign shall be porcelain enamel finish.

## MATERIAL SPECIFICATIONS

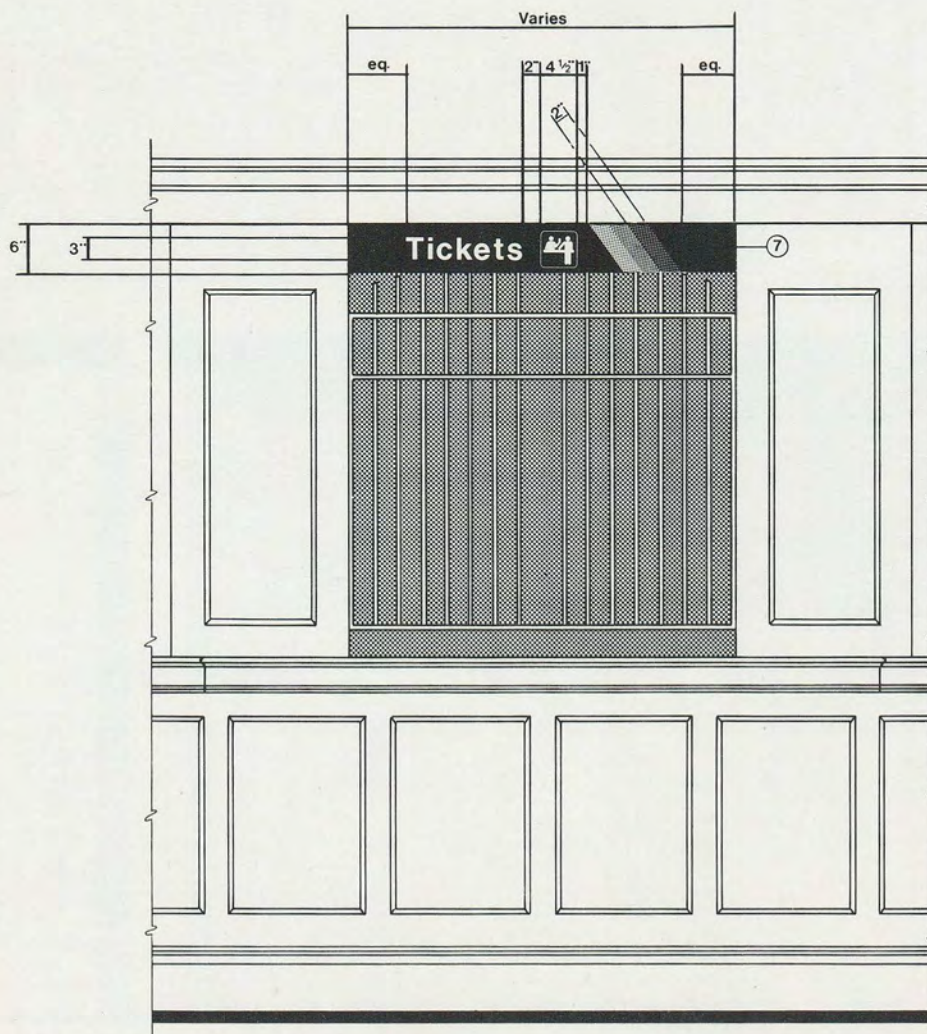
Refer to sections:

- 801 Aluminum Sign Panels
- 804 Paint
- 805 Screen Process Printing











## DESCRIPTION

The standards described herein apply to:

528	Interior Directional Information	(suspended)
529	Interior Directional Information	(wall mounted—New Brunswick)
530	Interior Directional Information	(wall mounted—Summit)
531	Line Directional Information	(suspended—Elizabeth)
532	Waiting Area Identification	(suspended—Trenton)
533	Platform Exit Information	(suspended—Madison)
534	Platform Exit Information	(suspended—Trenton)

This sign type shall be utilized consistently throughout all station exterior and interior areas to provide directional information to customers. As informational requirements and architectural characteristics vary considerably among stations, a suspended modular system is recommended. Consistent with other station signage a neutral background color, compatible with a wide variety of architectural materials, should be utilized. Wall applied signs are single face units of the same size.

The signage system consists of modular 6" x 48" sign panels with standard messages which apply generally throughout the rail system. A separate directional arrow is applied tailored to specific application directional requirements.

Standard USDOT transportation symbols (universal language) are utilized to reinforce the primary message of the sign.

## APPLICATION GUIDELINES

Signs may be utilized for a variety of purposes, the most common are to provide direction to:

- Exits/Entrances
- Specific Streets
- Buses/Trains
- Specific Bus Routes
- Popular Destination (colleges)
- Tunnels & Passageways
- Parking Areas

Signs should be located where decision points require, mounted to structurally sound members or surfaces, where clear unobstructed sightlines are available. Maximum sightline from any given point shall not exceed 100 feet. As much as possible, a consistent mounting height to the sign bottom should be maintained among stations. Actual length of standards shall be determined by field conditions.



Signs should be pre-assembled in supplier's shop and field installed as a complete unit.

Additional sign panels or those with unique messages, when required, shall be field installed on the top of the sign. All sign panels shall be butted and aligned along the edges.

Suspended sign panels are double face 1/8" aluminum, box construction, pop riveted together and reinforced (boxed) along the bottom edge. All fasteners shall be painted to match the background color.

Suspended signs shall be swing mounted, capable of withstanding a 300 lb. downward pull without any deformation of the canopy/ceiling surface or structure. Sign panels (single face) mounted directly to walls with Scotch-grip brand adhesive #896, or ram-set directly. If ram-set method is used, there shall be no cracking or splitting of paint on sign surface.

Background color and message of sign panels and standards shall be porcelain enamel finish. Alternate finishing method shall be baked exterior enamel, gloss finish, with vinyl die cut letters.

Suspended sign panels should be swing mounted and not conflict with nearby structures in their movement patterns.

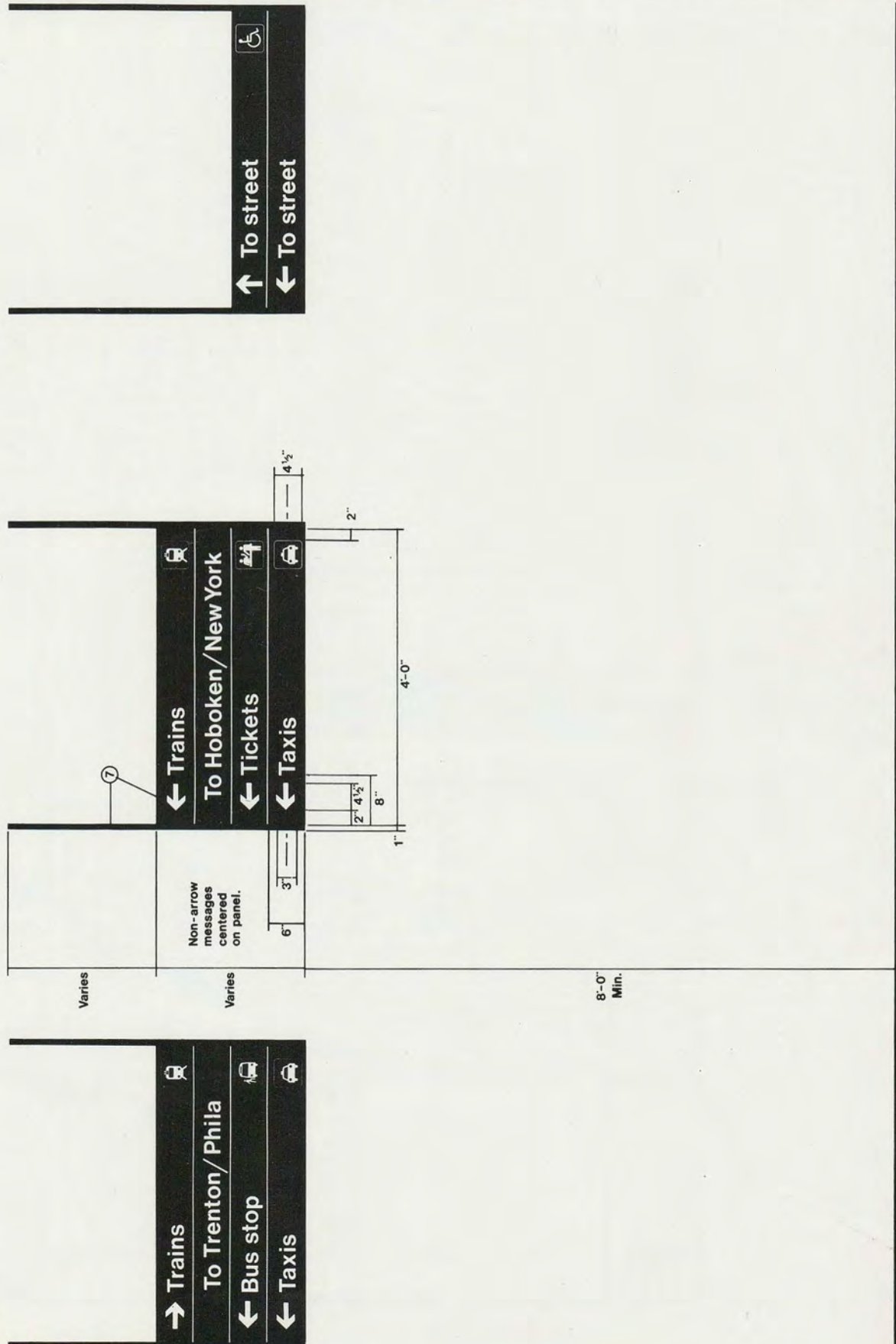
Sign illumination shall be from ambient light. If below 15 F.C. in the sign area, special lighting should be provided to externally illuminate the sign surface.

#### MATERIAL SPECIFICATIONS

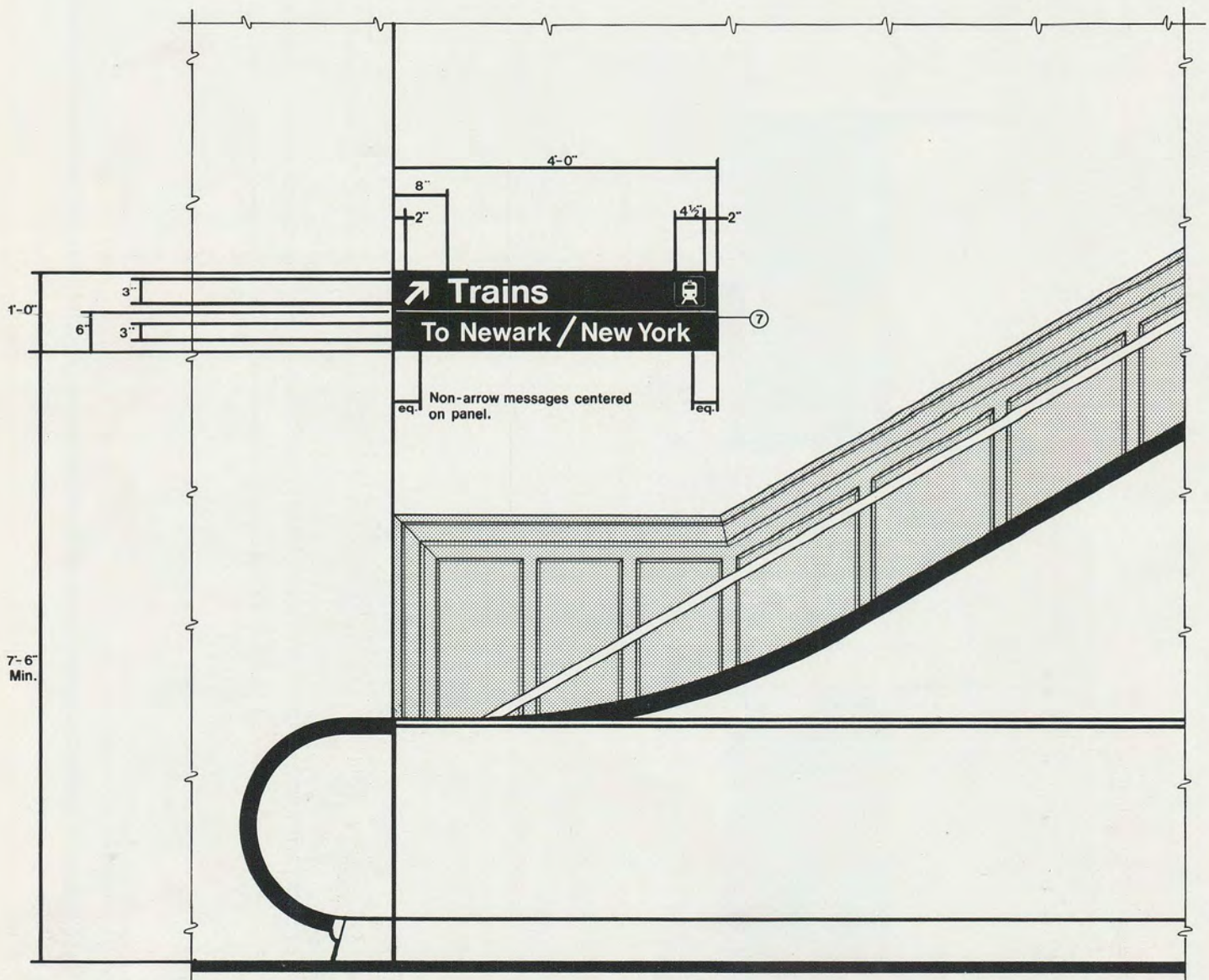
Refer to sections:

- 801 Aluminum Sign Panels
- 802 Aluminum Extrusions
- 804 Paint
- 805 Screen Process Printing
- 806 Die Cut Letters and Symbols





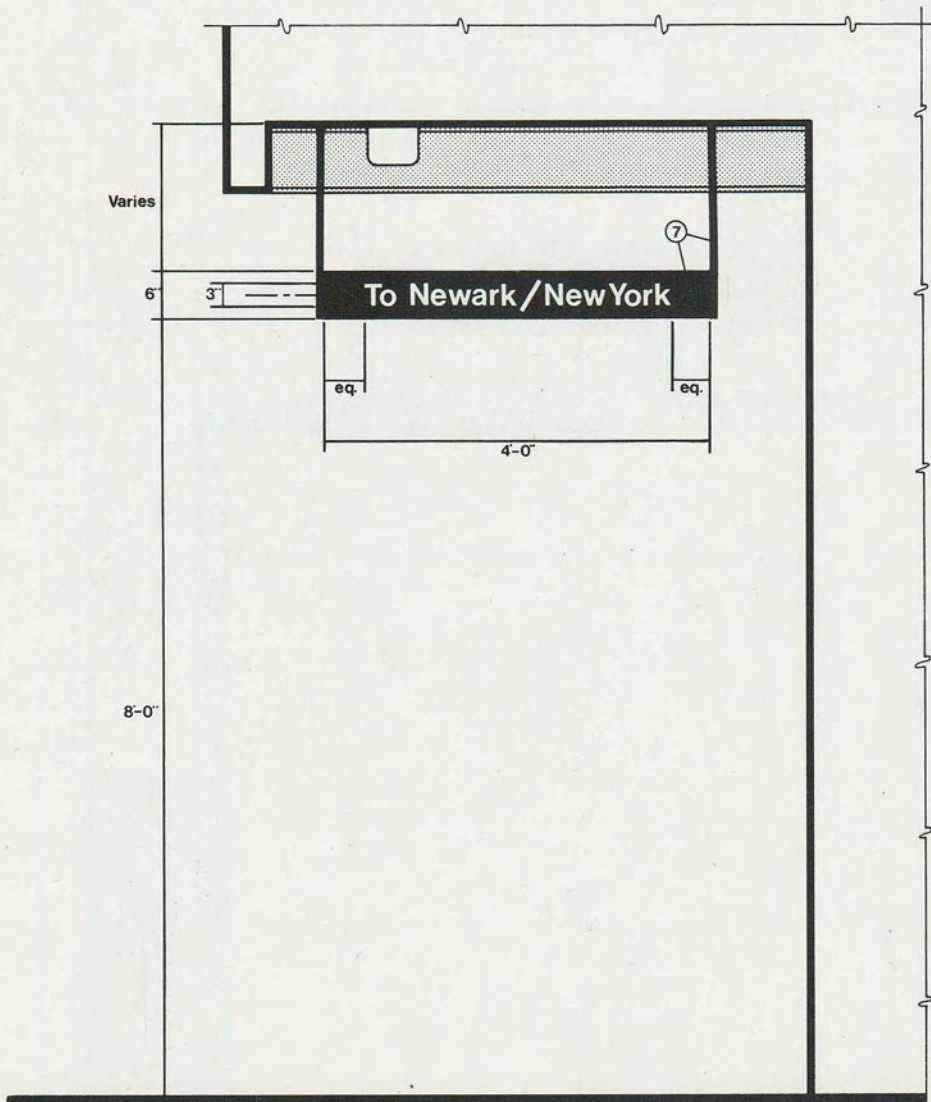




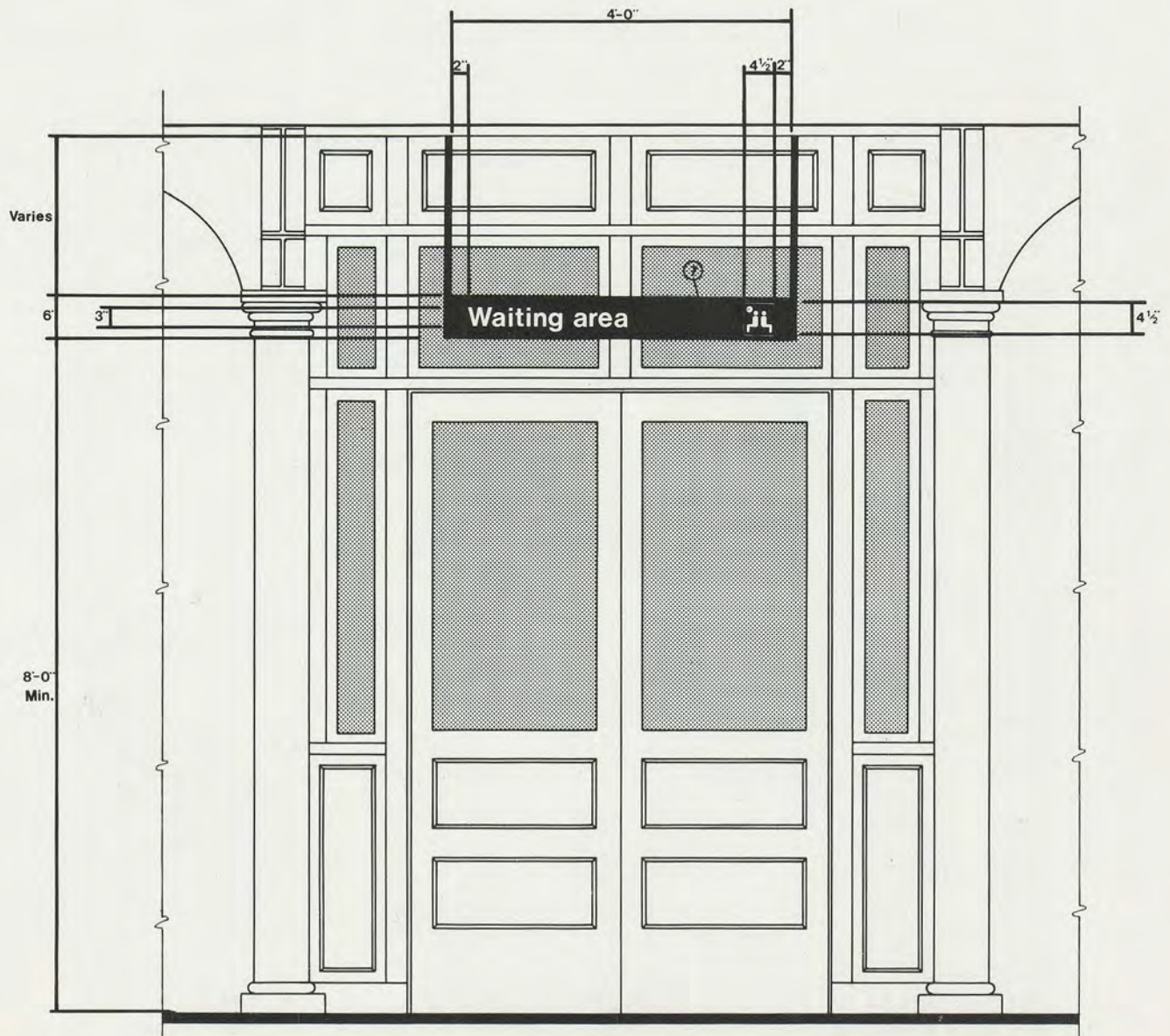




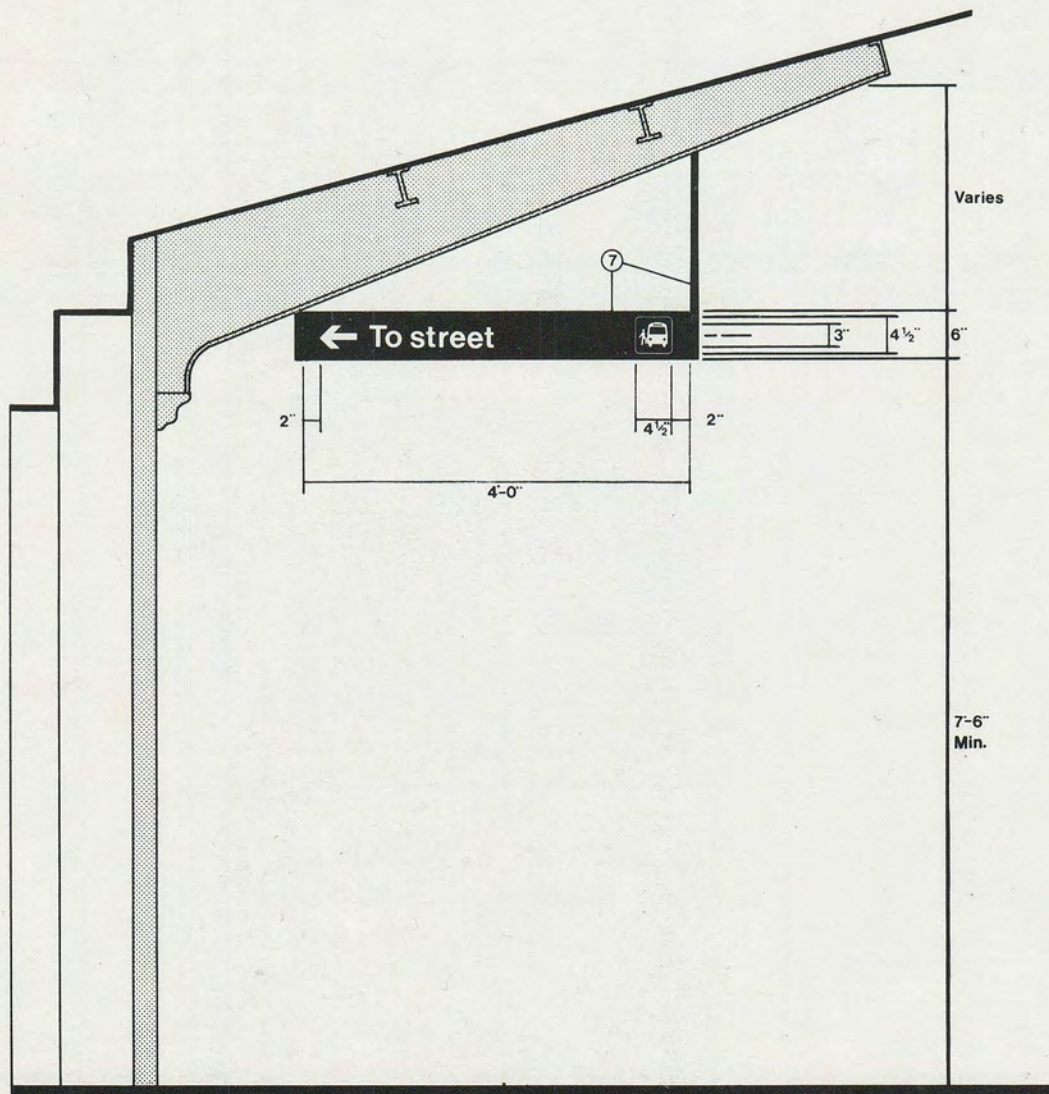




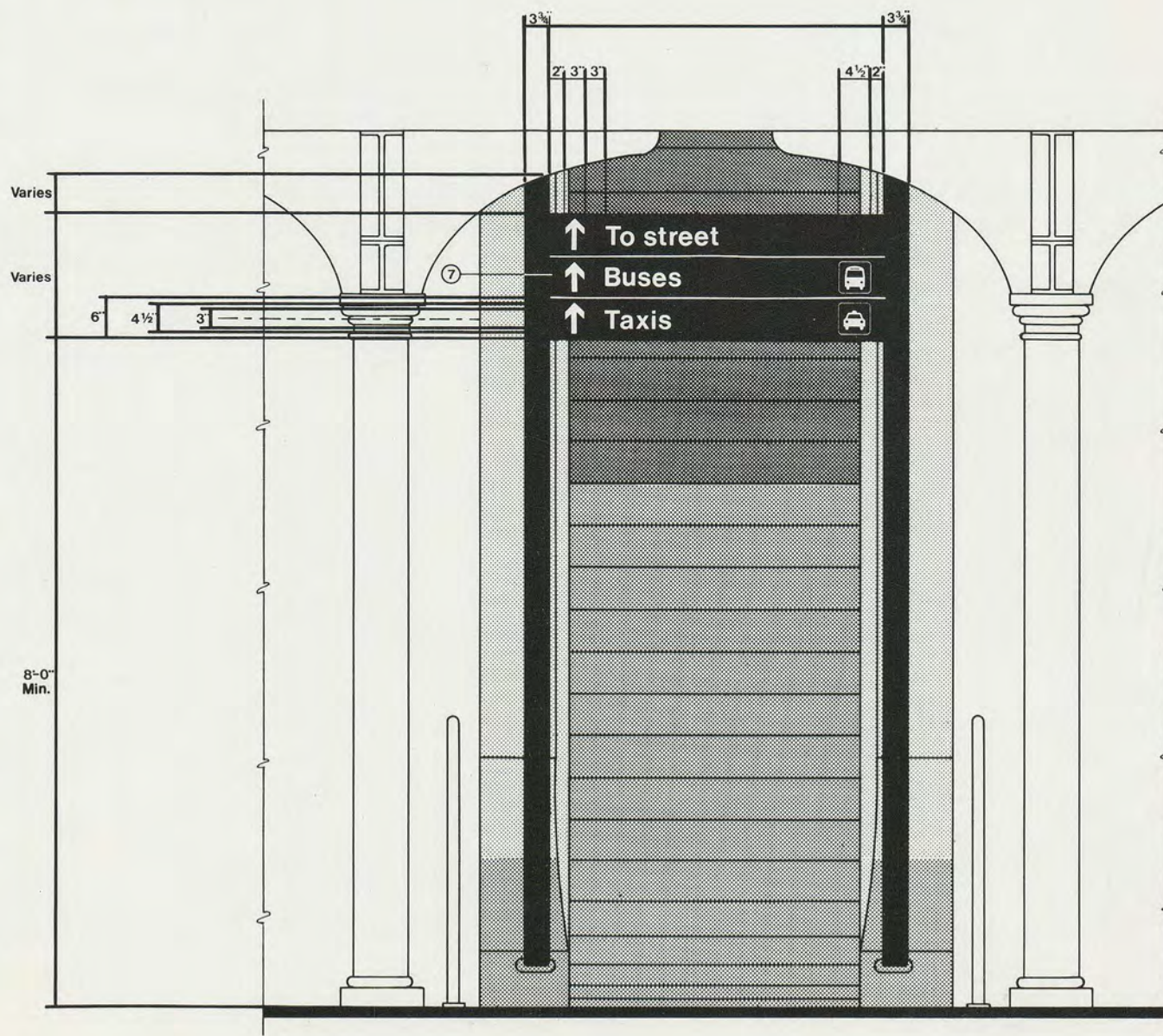














## DESCRIPTION

This sign shall be utilized to identify stations which have a continuous backwall and canopy over the center of the platform, such as New Brunswick. The message and stripe should be repeated approximately every 85' on center line.

## APPLICATION GUIDELINES

Background shall be a continuous painted band on wood or metal surfaces. No paint should be applied to brick, masonry, or stone surface.

Location of band should be consistent among stations, allowing variation only where necessary due to architectural conditions. Band should be easily seen by standing or seated passengers on train.

The planning of new lighting for platform areas should be coordinated with the platform graphics to illuminate backwall in area of station name.

Message and stripe shall be applied pre-spaced vinyl die cut 3M Controltac film series 180-10 or equivalent with a clear protective coating.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 804 Paint
- 806 Decals, Die Cut Letters and Symbols







## DESCRIPTION

This method of identification is suggested for open areas of platforms such as New Brunswick and any center platform areas.

## APPLICATION GUIDELINES

Station name shall be located approximately every 85' at a height consistent with 535 Backwall Signage. It should be easily seen by standing or seated passengers on train.

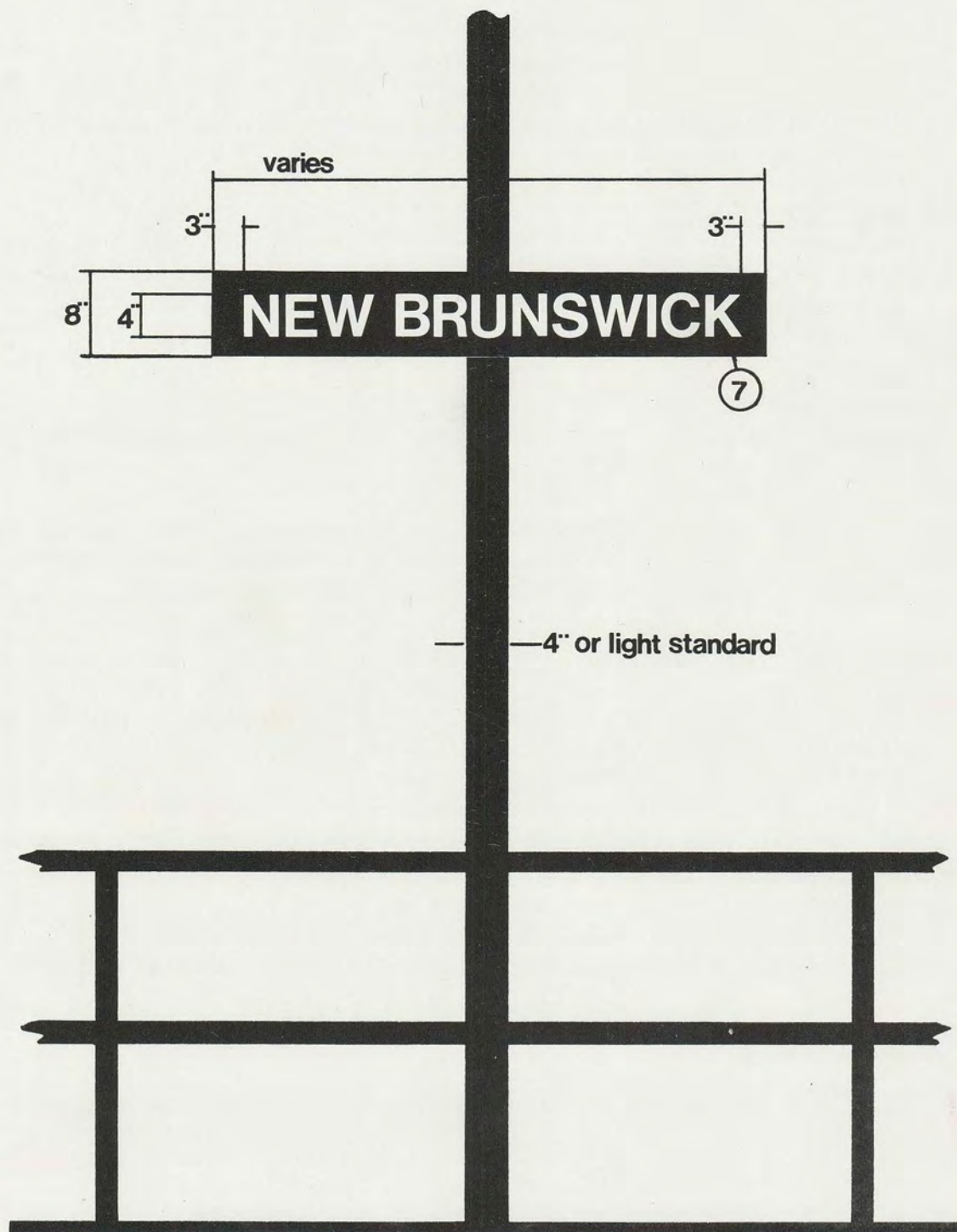
Panels shall be aluminum 8" high with the length determined by the station name. Message and background shall be porcelain enamel finish. Baked exterior enamel, gloss finish, with vinyl die cut letters shall be an alternate.

## MATERIAL SPECIFICATIONS

Refer to sections:

- 801 Aluminum Sign Panels
- 804 Paint
- 805 Screen Process Printing







## DESCRIPTION

The standards described herein apply to:

537	Station End Identification	(canopy end)
538	Station End Identification	(Basking Ridge)
539	Station End Identification	(Lincoln Park)
540	Shelter End Identification	(Towaco)

This sign type shall be utilized as station identification for line approaches to the station and is viewed primarily by the train operator.

## APPLICATION GUIDELINES

Size of message shall be proportionally scaled to the architectural conditions.  
Suggested size ranges:

Major Stations	—	8" cap. ht.	
Intermediate Stations	—	6" cap. ht.	
Shelters	—	4" cap. ht.	(message shall be directly applied to fascia)

Sign panel shall be a consistent height and length determined by the name. Sign shall span width of canopy end face, attached directly to canopy structural members. Mounting heights among stations shall be as consistent as possible.

Both ends of stations shall be identified in a consistent manner.

Sign panels shall be 1/8" thick aluminum with structure and framing as required on the back to maintain rigidity and a secure method of fastening to canopy. Joints shall be butted tight with no visible gaps.

On station's architecture, such as Basking Ridge, signs shall be center mounted to maintain visual symmetry. Where approach sightlines are blocked by obstacles, sign shall be mounted outbound such as at Lincoln Park.

Background color shall be porcelain enamel, gloss finish. Message and stripe shall be 3M reflective Scotchlite 9290 engineer grade with Controltac adhesive.

## MATERIAL SPECIFICATIONS

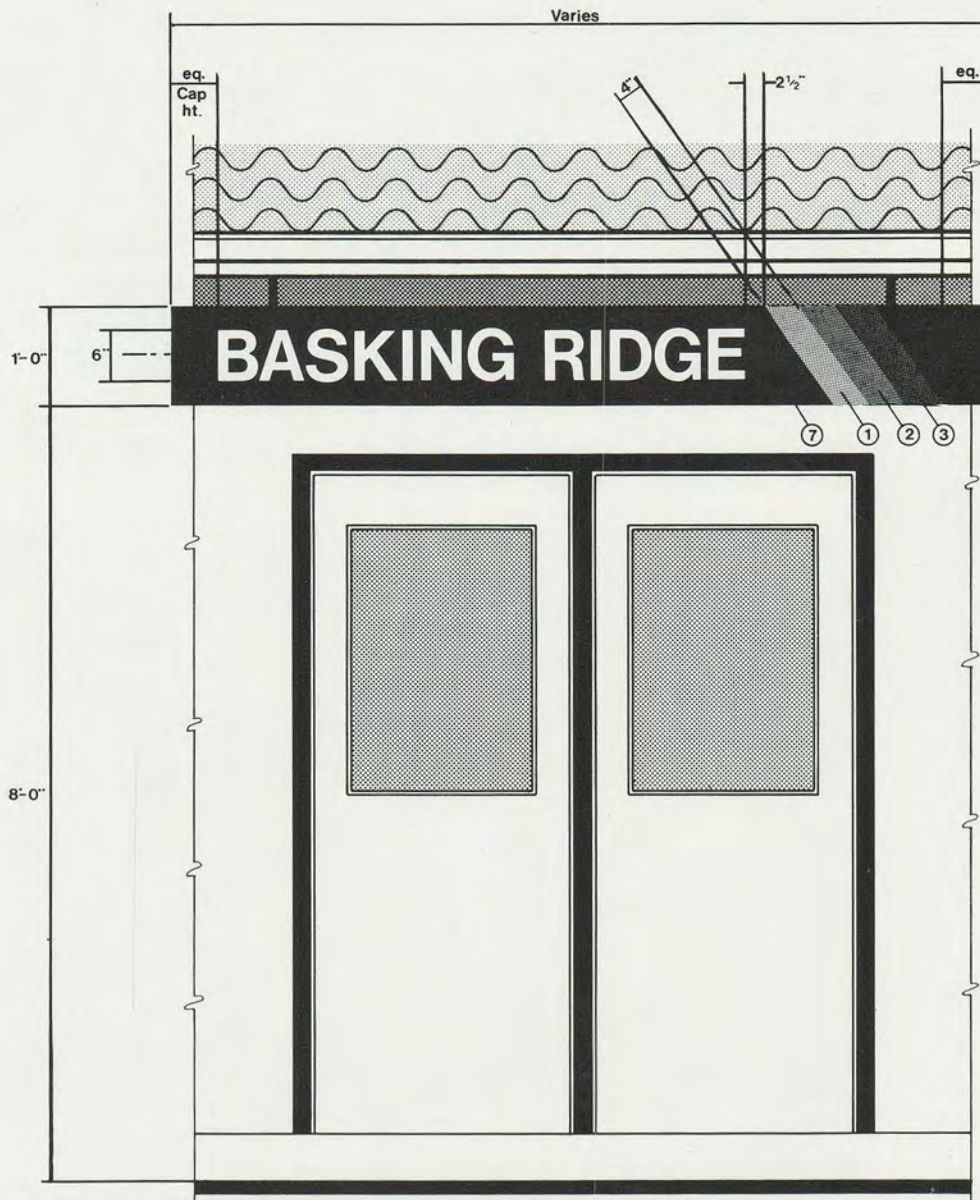
Refer to sections:

801	Aluminum
804	Paint
806	Die Cut Letters and Symbols
807	Reflective Sheeting

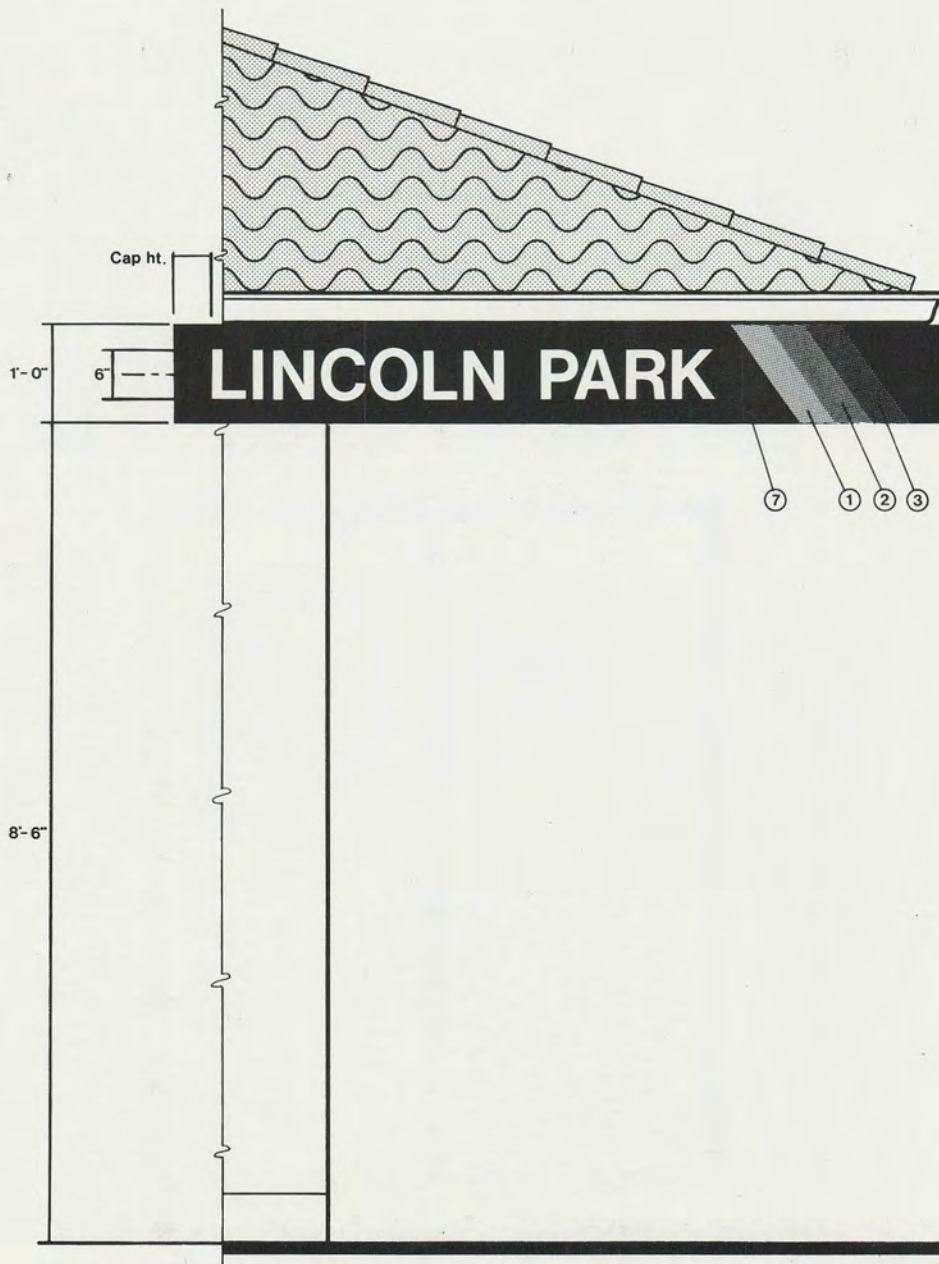




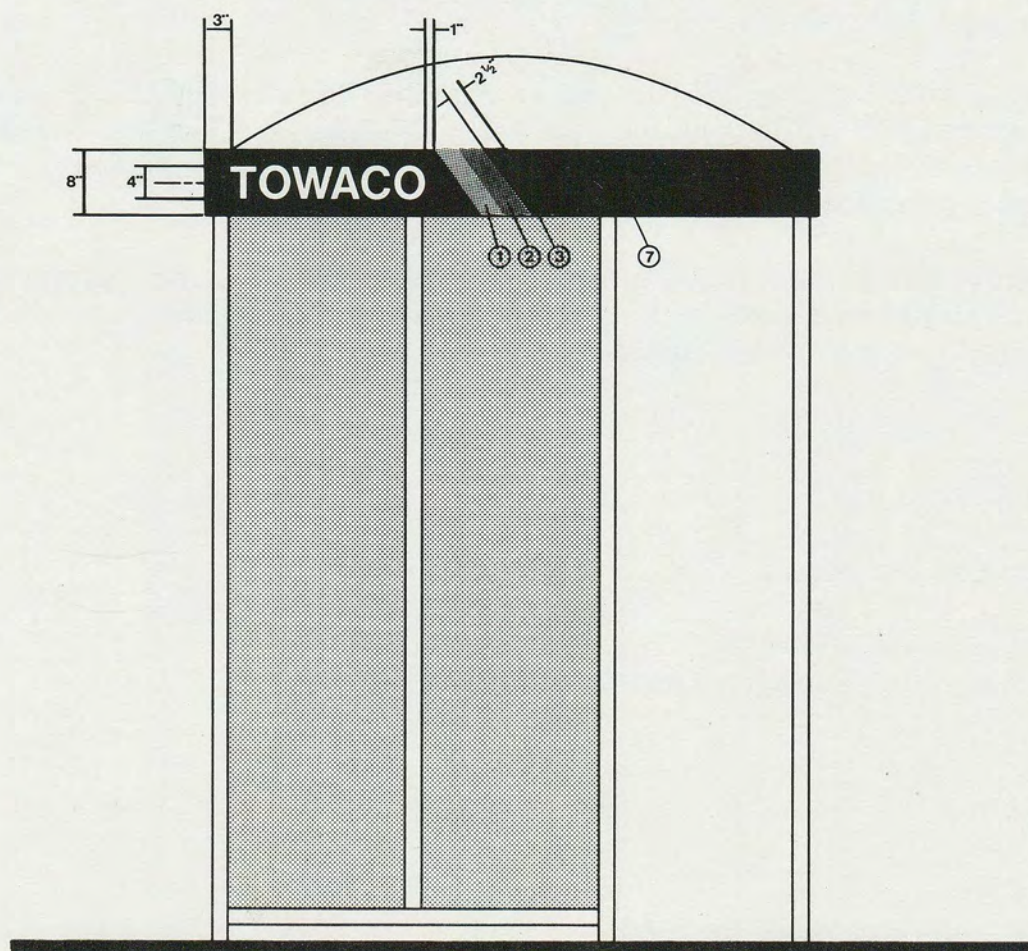














## DESCRIPTION

This information display shall be utilized at all major rail stations. It should not be utilized at shelter stops or vandal-prone areas. The display provides customers with an overview of the NJ TRANSIT Passenger Rail System and associated bus service at a given station. The display can accommodate a variety of information and serves as an "information collector". The display has been sized to accommodate the NJ TRANSIT Passenger Rail System Map (702 schematic).

## APPLICATION GUIDELINES

Schematic map shall be used for purposes of basic orientation within the system and various lines/stations.

Second side shall post existing bus and rail line schedules and pertinent service announcements. The effective date of schedules should be indicated somewhere.

The entire face of the display shall be 1/4" clear acrylic or polycarbonate with an abrasive resistant coating. This glazing, along with a surrounding frame shall trap the contents of the display.

Station name shall be vinyl die cut letters centered and stacked on the header panel. Single line names shall be centered vertically. Station and subject headings shall be silk screened on thin opaque plastic strips removable, or repositionable, if necessary, to accommodate various types and sizes of information.

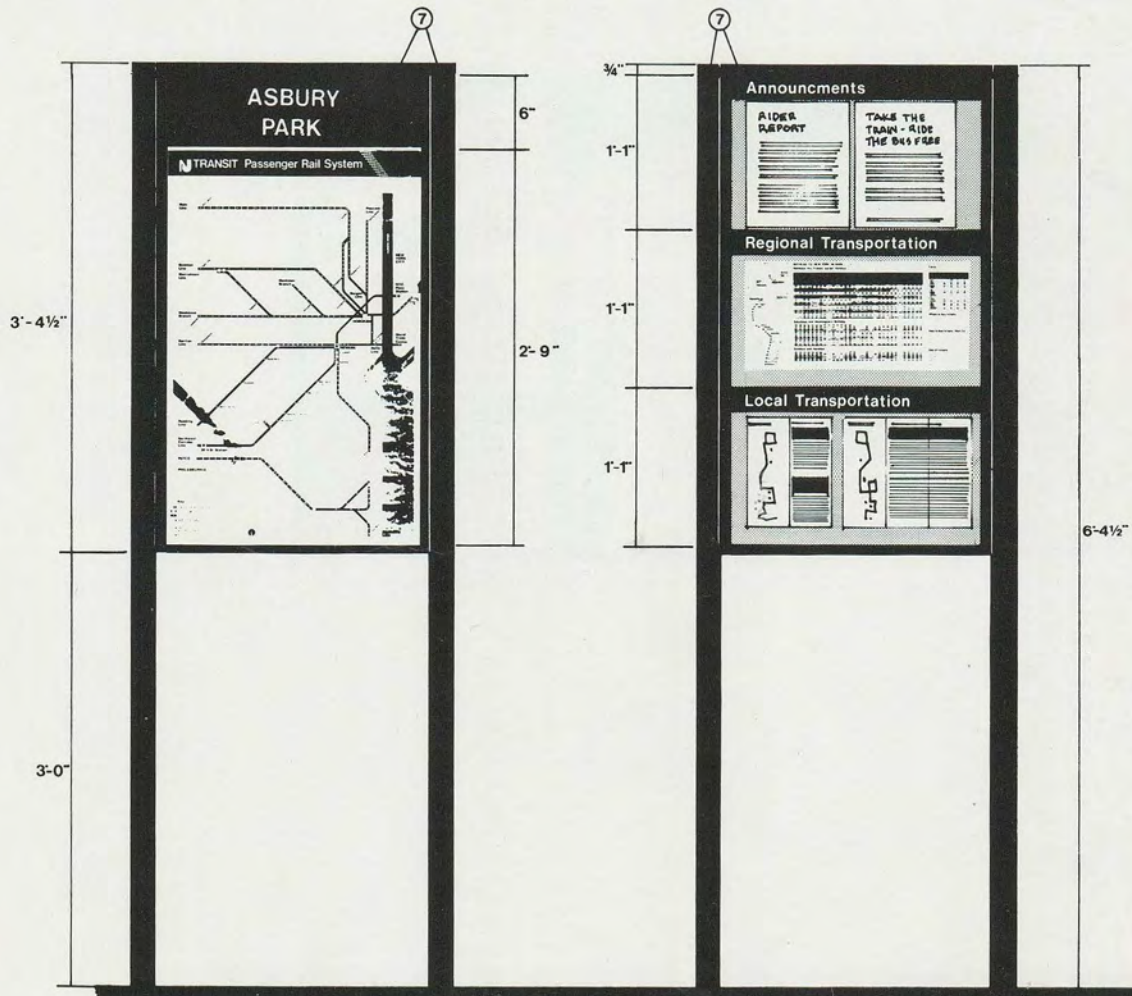
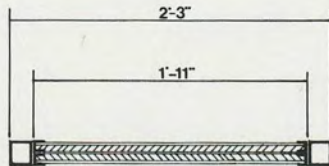
Standard free-standing display unit shall consist of two identical display panels back to back. These panels shall be fabricated independently of posts and are utilized side by side in wall mounted applications.

## MATERIAL SPECIFICATIONS

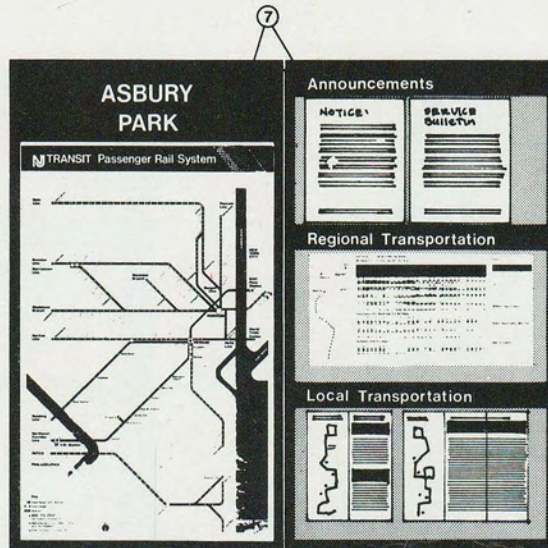
Refer to sections:

- 802 Aluminum Extrusions
- 804 Paint
- 805 Screen Process Printing
- 806 Decals, Die Cut Letters and Symbols

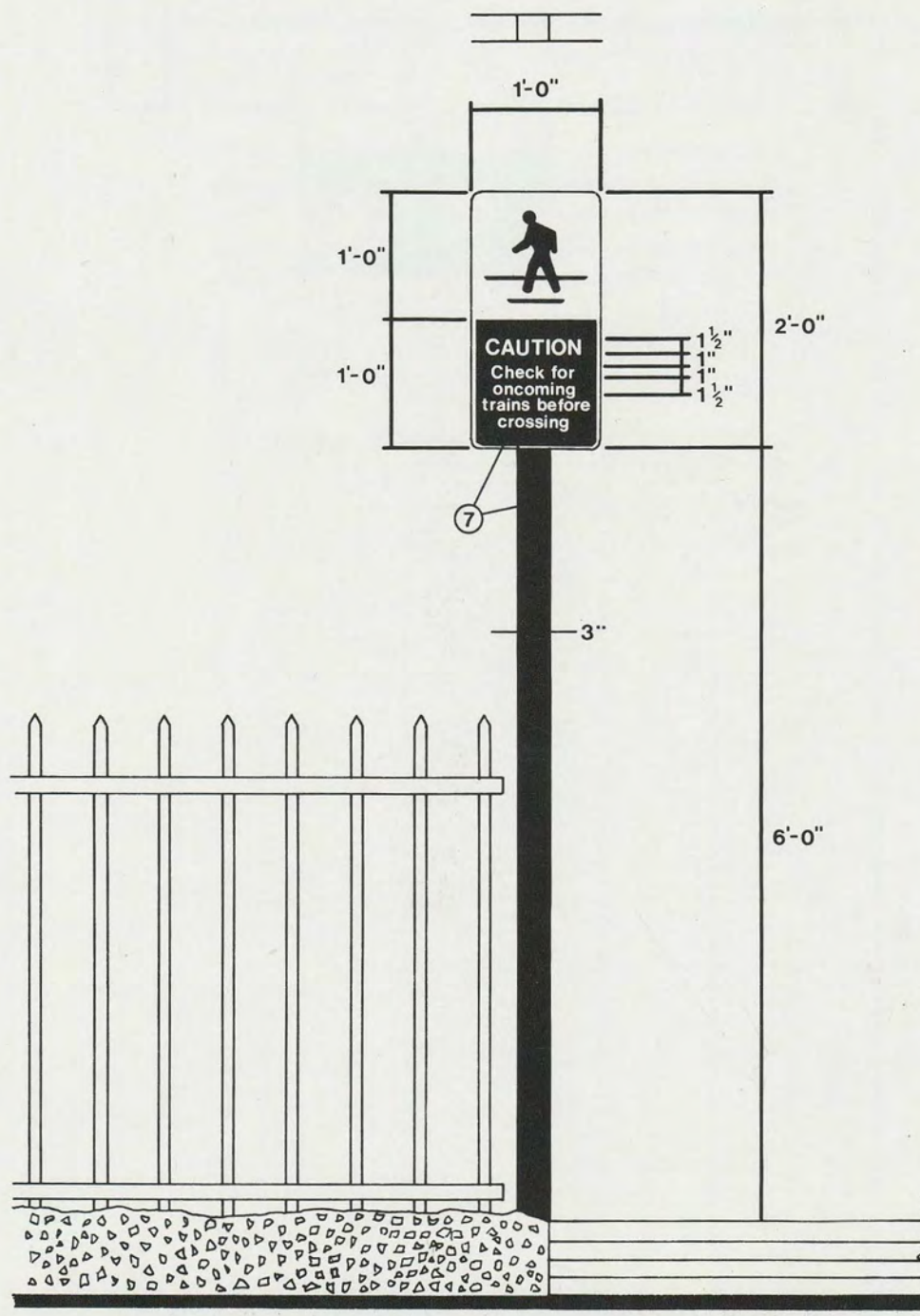




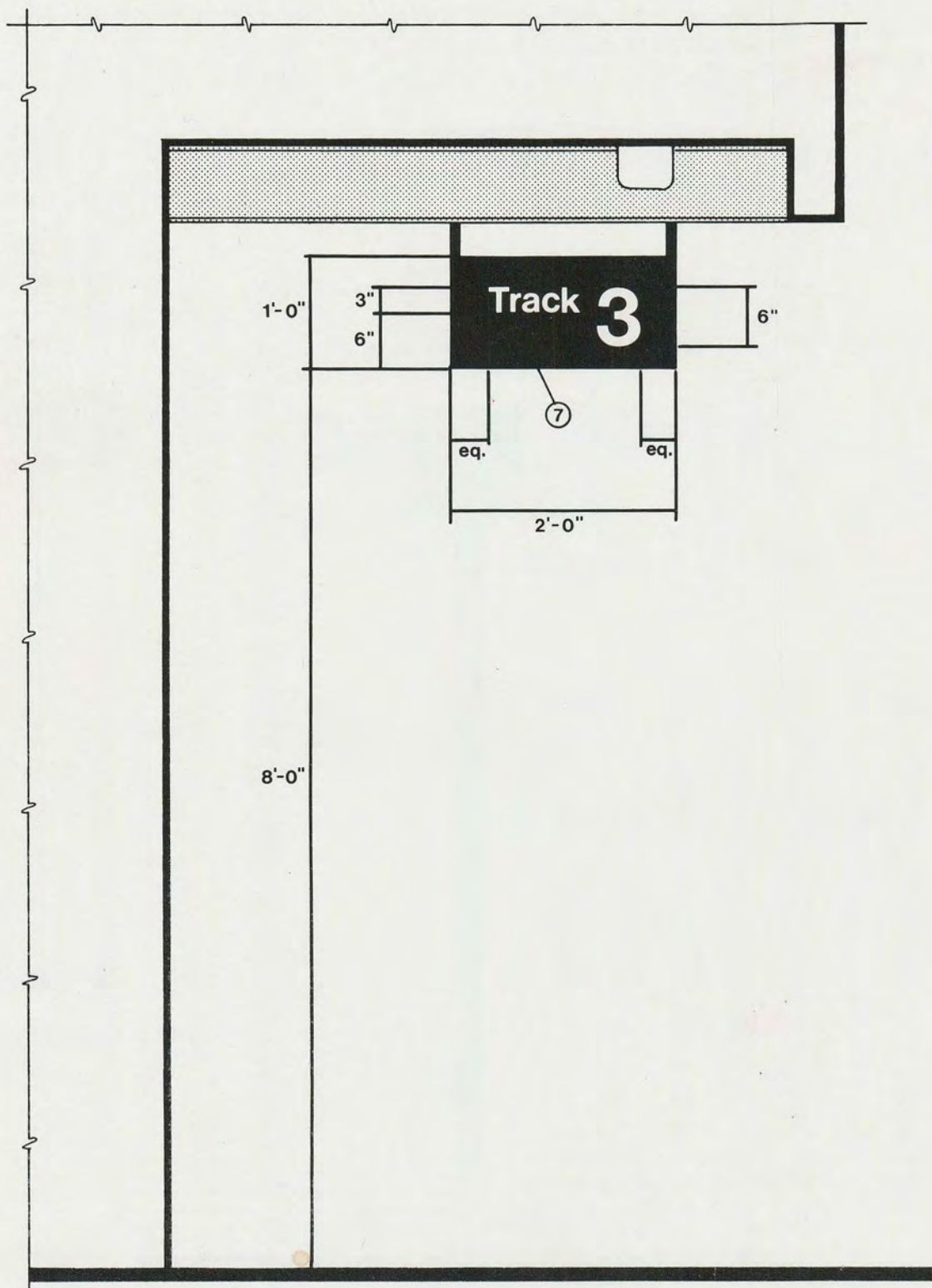














## DESCRIPTION

These decals shall provide basic information about the station's operation to customers. They shall be located in a prominent position at the main entrance to the station.

## APPLICATION GUIDELINES

Messages shall be organized within the center space of the decal. Variation in type size shall be used to emphasize and subordinate various types of information.

All messages shall be centered vertically within the center of the bordered area.

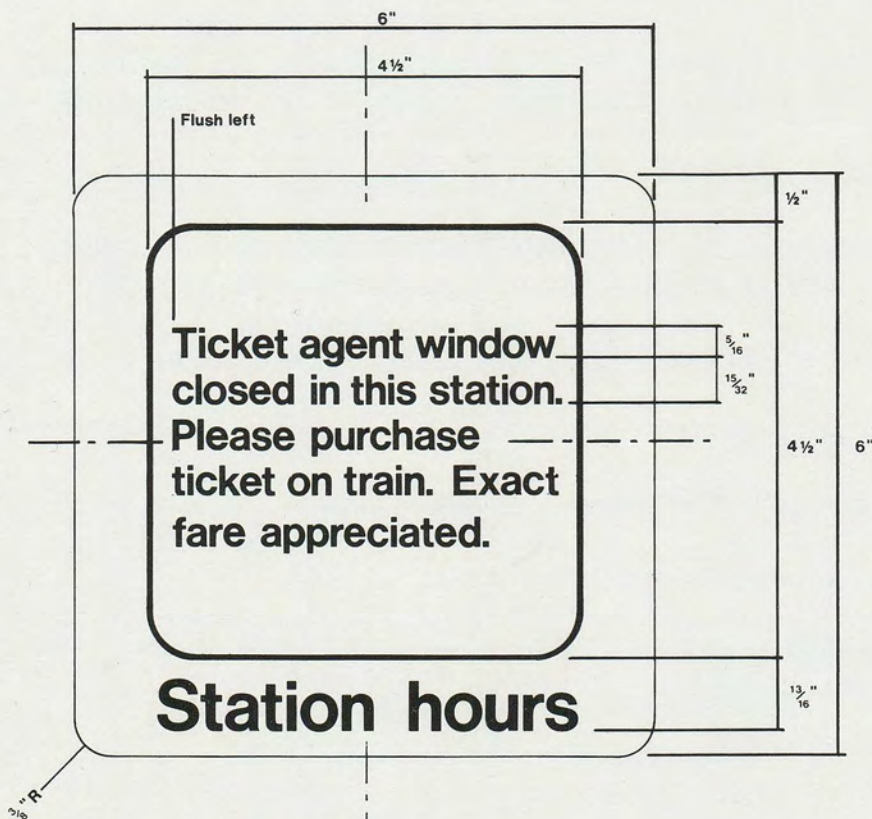
Single line messages shall be stacked aligned vertically for graphic clarity.

Multi line sentences shall be aligned flush left.

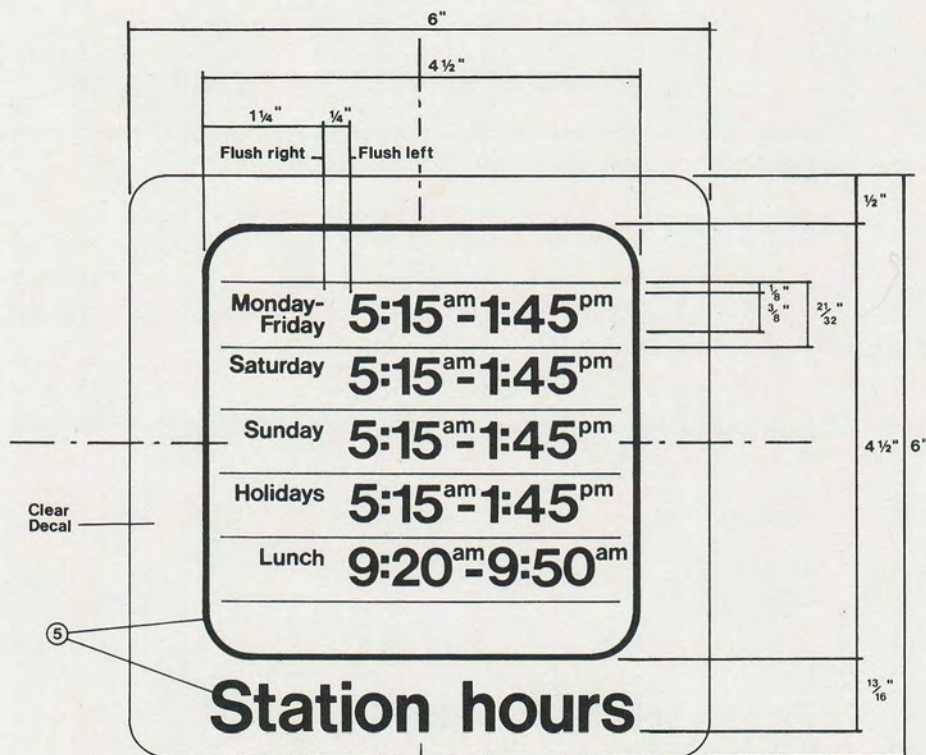
Messages shall be upper and lower case.

Messages shall be white on a clear background, adhesive in front face to be applied to the inside face of glass.











## DESCRIPTION

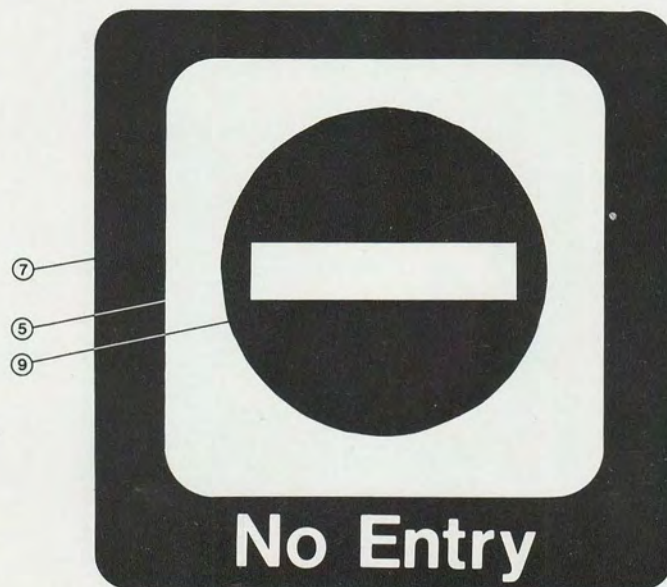
This type of sign shall be utilized to identify various rooms within the station interior. Most of these signs have a symbol message. Standard USDOT transportation symbols are utilized as specified in 110 Pictographs and Symbols. No deviation from these official symbols will be accepted.

## APPLICATION GUIDELINES

Sign plaques shall be mounted directly on the center of doors using flush tamper-proof fasteners appropriate for the door material.

Sign plaques shall be subsurface printed fiberglass or acrylic. Messages shall be silk screened.











# 24 W. Orange

Serving: **Elizabeth**  
**Elizabeth Port**  
**Newark**  
**E. Orange**  
**Orange**

Effective: January 1, 1981

PMS  
Opaque  
Black



Information 800 - 722 - 2222

**NJ TRANSIT**

**Local**

# 107 S. Orange Express

Serving: **Ivy Hill**  
**Maplewood**  
**Irvington**  
**Newark**  
**Newark Airport**  
**New York**

Effective: January 1, 1981

Weekdays **162**  
**164**  
**27**

PMS  
Red  
485



Information 800 - 722 - 2222

**NJ TRANSIT**

**Express/Flyer**



# 150 Allentown, Pa. New York City

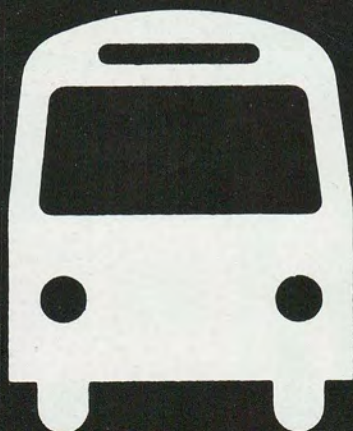
Serving: **Somerville, N.J.**  
**Clinton, N.J.**  
**Easton, Pa.**  
**Bethlehem, Pa.**  
**Whitehall, Pa.**

Connecting **Reading, Pa.**  
service **Lancaster, Pa.**  
to: **Baltimore, Md.**  
**Washington, D.C.**

Effective: **January 1, 1981**

Gate **35**

PMS  
Opaque  
Black



Information **800 - 722 - 2222**

**NJ TRANSIT**

**Intercity/Interstate**

Express Service between  
**Newark**  
**International**  
**Airport** and  
**New York City**

One way  
fare **\$2.15**



PMS  
Green  
354

Information **800 - 722 - 2222**

**NJ TRANSIT**

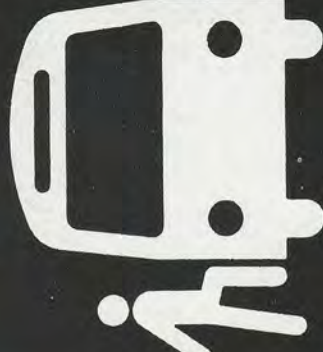
**Special Services**



24 W. Orange

Serving:  
Elizabeth  
Elizabeth Port  
Newark  
E. Orange  
Orange

Effective: January 1, 1981



Information 800 - 722 - 2222  
**NJ TRANSIT**

Opaque  
Black

## To West Orange

## Holidays

### Weekdays

### Saturdays

Lincoln's Birthday  
Washington's Birthday  
Good Friday

Columbus Day  
Election Day  
Veterans' Day

ELIZABETH Jersey & Front Sts.	ELIZABETH Broad Street Arch	NEWARK- ELIZABETH	NEWARK	EAST ORANGE	ORANGE	WEST ORANGE
A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.
7:19	7:21	7:39	7:23	7:27	7:15	7:35
8:00	8:02	8:20	8:04	8:08	7:56	8:16
8:24	8:26	8:46	8:28	8:32	8:20	8:40
9:00	9:02	9:21	9:04	9:09	8:57	9:17
9:28	9:29	9:47	9:31	9:35	9:24	9:44
9:57	9:59	10:16	10:00	10:04	9:54	10:12
10:27	10:29	10:46	10:30	10:34	10:24	10:42
10:57	10:59	11:16	11:00	11:04	10:54	11:12
11:27	11:29	11:46	11:30	11:34	11:24	11:42
11:57	11:59	12:16	12:00	12:04	11:54	12:12
12:27	12:29	12:46	12:30	12:34	12:24	12:42
12:57	12:59	1:16	1:00	1:04	1:24	1:42
1:27	1:29	1:46	1:30	1:34	1:24	1:42
1:57	1:59	2:16	2:00	2:04	1:54	2:12
2:27	2:29	2:46	2:30	2:34	2:24	2:42
2:57	2:59	3:16	3:00	3:04	2:54	3:12
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4:57	4:59	5:16	5:00	5:04	4:54	5:12
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5:57	5:59	6:16	6:00	6:04	5:54	6:12
6:29	6:31	6:48	6:32	6:36	6:26	6:46
7:34	7:36	7:53	7:37	7:41	7:31	7:51
8:39	8:41	8:58	8:42	8:46	8:36	8:56
9:44	9:46	10:01	9:45	9:49	9:39	9:59
11:59	12:01	12:18	12:02	12:06	11:56	12:14
7:54	7:58	8:15	8:00	8:04	7:54	8:14
8:53	8:56	9:13	8:58	9:02	8:52	9:12
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4:53	4:56	5:13	5:00	5:04	4:52	5:12
5:53	5:56	6:13	6:00	6:04	5:52	6:12
6:53	6:56	7:13	7:00	7:04	6:52	7:12
7:53	7:56	8:13	8:00	8:04	7:52	8:12
8:53	8:56	9:13	9:00	9:04	8:52	9:12
9:53	9:56	10:13	10:00	10:04	9:52	10:12
10:53	10:56	11:13	11:00	11:04	10:52	11:12
11:53	11:56	12:13	1			





**To Elizabeth**  
**Saturdays**

## Holidays

Lincoln's Birthday  
Washington's Birthday  
Good Friday

Columbus Day  
Election Day  
Veterans' Day

	WEST ORANGE Mississippi Ave	ORANGE Erie Loop	EAST ORANGE	NEWARK	NEWARK- ELIZABETH	ELIZABETH	
	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	
7:08	7:08	7:21	7:19	7:35	7:23	7:27	7:39
7:48	8:01	8:00	8:16	8:04	8:08	8:08	8:20
8:14	8:26	8:24	8:40	8:28	8:32	8:32	8:46
8:54	9:07	9:05	9:21	9:17	9:04	9:09	9:23
9:18	9:29	9:28	9:43	9:31	9:35	9:47	
9:48	9:59	9:57	10:12	10:00	10:04	10:16	
10:18	10:29	10:27	10:42	10:30	10:34	10:46	
10:48	10:59	10:57	11:12	11:00	11:04	11:16	
11:18	11:29	11:27	11:42	11:30	11:34	11:46	
11:48	11:59	11:57	12:12	12:00	12:04	12:16	
12:18	12:29	12:27	12:42	12:30	12:34	12:46	
12:48	12:59	12:57	1:12	1:00	1:04	1:16	
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4:18	4:29	4:27	4:42	4:30	4:34	4:46	
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9:18	9:29	9:27	9:42	9:30	9:34	9:46	
9:48	9:59	9:57	10:12	10:00	10:04	10:16	
10:18	10:29	10:27	10:42	10:30	10:34	10:46	
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11:18	11:29	11:27	11:42	11:30	11:34	11:46	
11:48	11:59	11:57	12:12	12:00	12:04	12:16	
12:18	12:29	12:27	12:42	12:30	12:34	12:46	
12:48	12:59	12:57	1:12	1:00	1:04	1:16	
1:18	1:29	1:27	1:42	1:30	1:34	1:46	
1:48	1:59	1:57	2:12	2:00	2:04	2:16	
2:18	2:29	2:27	2:42	2:30	2:34	2:46	
2:48	2:59	2:57	3:12	3:00	3:04	3:16	
3:18	3:29	3:27	3:42	3:30	3:34	3:46	
3:48	3:59	3:57	4:12	4:00	4:04	4:16	
4:18	4:29	4:27	4:42	4:30	4:34	4:46	
4:48	4:59	4:57	5:12	5:00	5:04	5:16	
5:18	5:29	5:27	5:42	5:30	5:34	5:46	
5:48	5:59	5:57	6:12	6:00	6:04	6:16	
6:18	6:29	6:27	6:42	6:30	6:34	6:46	
6:48	6:59	6:57	7:12	7:00	7:04	7:16	
7:18	7:2						

WEST ORANGE		ORANGE		EAST ORANGE		NEWARK		NEWARK-ELIZABETH		ELIZABETH	
A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.
7.09	7.15	7.13	7.11	7.17	7.04	7.25					
7.50	7.56	7.54	7.52	7.58	8.10	8.31					
8.15	8.20	8.18	8.16	8.22	8.34	8.55					
8.49	8.54	8.52	8.50	8.54	9.04	9.24					
9.10	9.20	9.22	9.20	9.26	9.34	9.55					
9.49	9.54	9.53	9.51	9.56	10.04	10.25					
10.10	10.24	10.23	10.21	10.26	10.34	10.55					
10.49	10.54	10.53	10.51	10.56	11.04	11.25					
11.10	11.24	11.23	11.21	11.26	11.34	11.55					
11.49	11.54	11.53	11.51	11.56	12.04	12.25					
12.19	12.24	12.23	12.21	12.26	12.34	12.55					
12.49	12.54	12.53	12.51	12.56	1.04	1.25					
F 1.19	1.24	1.23	1.21	1.26	1.34	1.55					
F 1.49	1.54	1.53	1.51	1.56	2.04	2.25					
2.19	2.24	2.23	2.21	2.26	2.34	2.55					
2.49	2.54	2.53	2.51	2.56	3.04	3.25					
3.19	3.24	3.23	3.21	3.26	3.34	3.55					
3.49	3.54	3.53	3.51	3.56	4.04	4.25					
4.19	4.24	4.23	4.21	4.26	4.34	4.55					
4.49	4.54	4.53	4.51	4.56	5.12	5.26					
5.48	5.49	5.48	5.37	5.41	5.49	5.61					
F 6.21	6.26	6.25	6.23	6.28	6.25	6.47					
7.26	7.31	7.30	7.28	7.33	7.44	8.05					
F 8.31	8.36	8.35	8.33	8.38	9.00	10.11					
10.31	10.36	10.35	10.33	10.38	11.15	11.36					
11.51	11.56	11.55	11.53	11.58	12.30	12.51					
8.37	8.60	8.45	8.59	8.55	8.57	8.61					
10.37	10.10	10.45	10.59	10.55	10.57	10.34					
12.37	F 1.00	12.45	12.59	12.55	12.57	12.34					
2.07	F 2.30	2.15	2.29	2.25	2.27	2.04					
3.37	F 3.60	3.45	3.59	3.55	3.57	3.34					
4.67	F 4.30	4.15	4.29	4.25	4.27	4.04					
7.07	F 7.30	7.15	7.29	7.25	7.27	7.04					
8.37	F 8.56	8.41	8.55	8.51	8.53	8.30					
11.38	11.41	11.26	11.40	11.36	11.38	11.11					
12.13	12.56	12.41	12.55	12.51	12.53	12.31					
						PM					
10.54	8.02	3.54	7.54	8.16	7.54	2.57					
12.54	9.59	3.54	9.53	10.12	9.52	4.27					
2.24	12.18	8.00	9.57	1.27	11.59	6.29					
7.08	7.06	7.35	7.39	7.15	7.15	7.11					
7.48	7.50	8.16	8.20	7.56	7.54	7.52					
8.14	8.15	8.40	8.46	8.20	8.18	8.16					
8.50	8.51	9.17	9.21	8.57	8.55	8.53					
9.18	9.19	9.12	9.14	9.24	9.22	9.04					
9.48	9.49	10.12	10.16	9.54	9.55	9.51					
10.18	10.19	10.42	10.46	10.24	10.23	10.21					
10.48	10.49	11.12	11.16	10.54	10.53	10.31					
11.18	11.19	11.42	11.46	11.24	11.23	11.21					
11.48	11.49	12.12	12.16	11.54	11.53	11.51					
12.18	12.19	12.42	12.46	12.24	12.23	12.21					
12.48	12.49	1.12	1.16	1.24	1.23	1.21					
1.18	F 1.19	1.42	1.46	1.24	1.23	1.21					
1.48	1.49	2.12	2.16	1.54	1.53	1.51					
2.18	2.19	2.42	2.46	2.24	2.23	2.21					
2.48	2.49	3.12	3.16	2.54	2.53	2.51					
3.18	3.19	3.42	3.46	3.24	3.23	3.21					
3.48	3.49	4.12	4.16	3.34	3.33	3.31					
4.18	4.19	4.42	4.46	4.24	4.23	4.21					
4.48	4.49	5.12	5.16	4.54	4.53	4.51					
5.35	5.36	5.59	6.03	5.40	5.39	5.37					
6.20	F 6.21	6.44	6.48	6.26	6.25	6.23					
7.25	7.26	7.49	7.53	7.31	7.30	7.28					
8.30	8.31	8.54	8.58	8.36	8.35	8.33					
9.35	F 9.36	10.54	10.58	9.36	9.35	10.33					
10.10	F 10.11	12.14	12.18	11.56	11.55	11.53					
9.57	11.51	6.44	12.12	8.04	11.38	7.29					
11.57	1.29	8.09	1.42	10.10	12.53	8.35					
1.27	2.59	10.07	3.12	13.00	7.25	7.11					
2.57	4.29	12.14	4.42	1.30	8.31	7.56					
6.29	6.31	8.16	3.00	7.48	7.13	7.21					
7.54	7.56	10.12	4.00	8.48	7.54	8.02					
9.52	9.54	8.02	6.32	11.48	8.18	7.11					
11.59	12.01	9.59	7.57	11.18	8.55	7.32					
7.07	7.21			8.48	7.22	7.22					
8.13	8.02	7.58	12.02	6.18	9.53	8.38					
8.37	8.26	8.22	7.08	4.20	7.27	9.02					
9.07	9.02	8.59	7.18	4.45	8.08	9.32					
9.37	9.29	9.26	7.49	4.25	8.35	10.02					
10.07	10.03	9.00	8.00	11.50	7.16	10.32					
10.37	10.29	10.26	7.52	8.08	8.40	11.02					
11.07	10.59	10.56	9.51	10.04	9.17	11.32					
11.37	11.29	11.26	11.51	12.04	9.43	12.02					
12.07	11.59	11.56	1.21	1.34	10.12	12.32					
12.37	12.29	12.26	1.51	1.53	7.24	11.32					
1.07	12.59	12.56	4.21	4.34	8.25	1.32					
2.37	1.29	1.26	6.23	6.36	8.49	2.02					
2.07	1.59	1.56	7.48	8.01	9.19	3.32					
2.37	2.29	2.26	7.48	8.01	9.19	3.02					
3.07	2.59	2.56	11.53	12.06	10.19	3.32					
3.37	3.29	3.26	7.50	7.48	7.50	4.03					
4.07	3.59	3.56	9.49	8.48	9.49	4.33					
4.37	4.29	4.26	11.49	11.48	11.49	5.03					
5.16	4.49	4.46	1.18	1.18	1.19	5.46					
6.07	5.43	5.41	2.49	2.48	2.49	6.29					
6.28	6.31	6.28	4.19	4.18	4.19	6.55					
7.47	7.46	7.33	6.21	6.20	6.21	8.12					
9.53	8.41	8.38	7.46	7.43	7.46	10.18					
11.37	10.41	10.38	9.46	9.43	9.44	11.43					
12.37	12.01	11.51	11.51	11.50	11.51	12.58					

WEST ORANGE		ORANGE		EAST ORANGE		NEWARK-ELIZABETH		ELIZABETH		ELIZABETH	
A.M.		A.M.		A.M.		A.M.		A.M.		A.M.	
7	1.19	7	1.19	7	1.22	7	1.24	7	1.27	7	1.07
8	1.21	8	1.25	8	1.28	8	1.30	8	1.33	8	1.21
9	1.45	9	1.45	9	1.45	9	1.45	9	1.45	9	1.45
9	1.15	9	1.19	9	1.22	9	1.24	9	1.27	9	1.21
9	1.45	9	1.49	9	1.52	9	1.54	9	1.57	9	1.51
10	1.15	10	1.19	10	1.22	10	1.24	10	1.27	10	1.21
10	1.45	10	1.49	10	1.52	10	1.54	10	1.57	10	1.51
11	1.15	11	1.19	11	1.22	11	1.24	11	1.27	11	1.21
11	1.45	11	1.49	11	1.52	11	1.54	11	1.57	11	1.51
12	1.15	12	1.19	12	1.22	12	1.24	12	1.27	12	1.21
12	1.45	12	1.49	12	1.52	12	1.54	12	1.57	12	1.51
13	1.15	13	1.19	13	1.22	13	1.24	13	1.27	13	1.21
13	1.45	13	1.49	13	1.52	13	1.54	13	1.57	13	1.51
14	1.15	14	1.19	14	1.22	14	1.24	14	1.27	14	1.21
14	1.45	14	1.49	14	1.52	14	1.54	14	1.57	14	1.51
15	1.15	15	1.19	15	1.22	15	1.24	15	1.27	15	1.21
15	1.45	15	1.49	15	1.52	15	1.54	15	1.57	15	1.51
16	1.15	16	1.19	16	1.22	16	1.24	16	1.27	16	1.21
16	1.45	16	1.49	16	1.52	16	1.54	16	1.57	16	1.51
17	1.15	17	1.19	17	1.22	17	1.24	17	1.27	17	1.21
17	1.45	17	1.49	17	1.52	17	1.54	17	1.57	17	1.51
18	1.15	18	1.19	18	1.22	18	1.24	18	1.27	18	1.21
18	1.45	18	1.49	18	1.52	18	1.54	18	1.57	18	1.51
19	1.15	19	1.19	19	1.22	19	1.24	19	1.27	19	1.21
19	1.45	19	1.49	19	1.52	19	1.54	19	1.57	19	1.51
20	1.15	20	1.19	20	1.22	20	1.24	20	1.27	20	1.21
20	1.45	20	1.49	20	1.52	20	1.54	20	1.57	20	1.51
21	1.15	21	1.19	21	1.22	21	1.24	21	1.27	21	1.21
21	1.45	21	1.49	21	1.52	21	1.54	21	1.57	21	1.51
22	1.15	22	1.19	22	1.22	22	1.24	22	1.27	22	1.21
22	1.45	22	1.49	22	1.52	22	1.54	22	1.57	22	1.51
23	1.15	23	1.19	23	1.22	23	1.24	23	1.27	23	1.21
23	1.45	23	1.49	23	1.52	23	1.54	23	1.57	23	1.51
24	1.15	24	1.19	24	1.22	24	1.24	24	1.27	24	1.21
24	1.45	24	1.49	24	1.52	24	1.54	24	1.57	24	1.51
25	1.15	25	1.19	25	1.22	25	1.24	25	1.27	25	1.21
25	1.45	25	1.49	25	1.52	25	1.54	25	1.57	25	1.51
26	1.15	26	1.19	26	1.22	26	1.24	26	1.27	26	1.21
26	1.45	26	1.49	26	1.52	26	1.54	26	1.57	26	1.51
27	1.15	27	1.19	27	1.22	27	1.24	27	1.27	27	1.21
27	1.45	27	1.49	27	1.52	27	1.54	27	1.57	27	1.51
28	1.15	28	1.19	28	1.22	28	1.24	28	1.27	28	1.21
28	1.45	28	1.49	28	1.52	28	1.54	28	1.57	28	1.51
29	1.15	29	1.19	29	1.22	29	1.24	29	1.27	29	1.21
29	1.45	29	1.49	29	1.52	29	1.54	29	1.57	29	1.51
30	1.15	30	1.19	30	1.22	30	1.24	30	1.27	30	1.21
30	1.45	30	1.49	30	1.52	30	1.54	30	1.57	30	1.51
31	1.15	31	1.19	31	1.22	31	1.24	31	1.27	31	1.21
31	1.45	31	1.49	31	1.52	31	1.54	31	1.57	31	1.51
32	1.15	32	1.19	32	1.22	32	1.24	32	1.27	32	1.21
32	1.45	32	1.49	32	1.52	32	1.54	32	1.57	32	1.51
33	1.15	33	1.19	33	1.22	33	1.24	33	1.27	33	1.21
33	1.45	33	1.49	33	1.52	33	1.54	33	1.57	33	1.51
34	1.15	34	1.19	34	1.22	34	1.24	34	1.27	34	1.21
34	1.45	34	1.49	34	1.52	34	1.54	34	1.57	34	1.51
35	1.15	35	1.19	35	1.22	35	1.24	35	1.27	35	1.21
35	1.45	35	1.49	35	1.52	35	1.54	35	1.57	35	1.51
36	1.15	36	1.19	36	1.22	36	1.24	36	1.27	36	1.21
36	1.45	36	1.49	36	1.52	36	1.54	36	1.57	36	1.51
37	1.15	37	1.19	37	1.22	37	1.24	37	1.27	37	1.21
37	1.45	37	1.49	37	1.52	37	1.54	37	1.57	37	1.51
38	1.15	38	1.19	38	1.22	38	1.24	38	1.27	38	1.21
38	1.45	38	1.49	38	1.52	38	1.54	38	1.57	38	1.51
39	1.15	39	1.19	39	1.22	39	1.24	39	1.27	39	1.21
39	1.45	39	1.49	39	1.52	39	1.54	39	1.57	39	1.51
40	1.15	40	1.19	40	1.22	40	1.24	40	1.27	40	1.21
40	1.45	40	1.49	40	1.52	40	1.54	40	1.57	40	1.51
41	1.15	41	1.19	41	1.22	41	1.24	41	1.27	41	1.21
41	1.45	41	1.49	41	1.52	41	1.54	41	1.57	41	1.51
42	1.15	42	1.19	42	1.22	42	1.24	42	1.27	42	1.21
42	1.45	42	1.49	42	1.52	42	1.54	42	1.57	42	1.51
43	1.15	43	1.19	43	1.22	43	1.24	43	1.27	43	1.21
43	1.45	43	1.49	43	1.52	43	1.54	43	1.57	43	1.51
44	1.15	44	1.19	44	1.22	44	1.24	44	1.27	44	1.21
44	1.45	44	1.49	44	1.52	44	1.54	44	1.57	44	1.51
45	1.15	45	1.19	45	1.22	45	1.24	45	1.27	45	1.21
45	1.45	45	1.49	45	1.52	45	1.54	45	1.57	45	1.51
46	1.15	46	1.19	46	1.22	46	1.24	46	1.27	46	1.21
46	1.45	46	1.49	46	1.52	46	1.54	46	1.57	46	1.51
47	1.15	47	1.19	47	1.22	47	1.24	47	1.27	47	1.21
47	1.45	47	1.49	47	1.52	47	1.54	47	1.57	47	1.51
48	1.15	48	1.19	48	1.22	48	1.24	48	1.27	48	1.21
48	1.45	48	1.49	48	1.52	48	1.54	48	1.57	48	1.51
49	1.15	49	1.19	49	1.22	49	1.24	49	1.27	49	1.21
49	1.45	49	1.49	49	1.52	49	1.54	49	1.57	49	1.51
50	1.15	50	1.19	50	1.22	50	1.24	50	1.27	50	1.21
50	1.45	50	1.49	50	1.52	50	1.54	50	1.57	50	1.51
51	1.15	51	1.19	51	1.22	51	1.24	51	1.27	51	1.21
51	1.45	51	1.49	51	1.52	51	1.54	51	1.57	51	1.51
52	1.15	52	1.19	52	1.22	52	1.24	52	1.27	52	1.21
52	1.45	52	1.49	52	1.52	52	1.54	52	1.57	52	1.51
53	1.15	53	1.19	53	1.22	53	1.24	53	1.27	53	1.21
53	1.45	53	1.49	53	1.52	53	1.54	53	1.57	53	1.51
54	1.15	54	1.19	54	1.22	54	1.24	54	1.27	54	1.21
54	1.45	54	1.49	54	1.52	54	1.54	54	1.57	54	1.51
55	1.15	55	1.19	55	1.22	55	1.24	55	1.27	55	1.21
55	1.45	55	1.49	55	1.52	55	1.54	55	1.57	55	1.51
56	1.15	56	1.19	56	1.22	56	1.24	56	1.27	56	1.21
56	1.45	56	1.49	56	1.52	56	1.54	56	1.57	56	1.51
57	1.15	57	1.19	57	1.22	57	1.24	57	1.27	57	1.21
57	1.45	57	1.49	57	1.52	57	1.54	57	1.57	57	1.51
58	1.15	58	1.19	58	1.22	58	1.24	58	1.27	58	1.21
58	1.45	58	1.49	58	1.52	58	1.54	58	1.57	58	1.51
59	1.15	59	1.19	59	1.22	59	1.24	59	1.27	59	1.21
59	1.45	59	1.49	59	1.52	59	1.54	59	1.57	59	1.51
60	1.15	60	1.19	60	1.22	60	1.24	60	1.27	60	1.21
60	1.45	60	1.49	60	1.52	60	1.54	60	1.57	60	1.51
61	1.15	61	1.19	61	1.22	61	1.24	61	1.27	61	1.21
61	1.45	61	1.49	61	1.52	61	1.54	61	1.57	61	1.51
62	1.15	62	1.19	62	1.22	62	1.24	62	1.27	62	1.21
62	1.45	62	1.49	62	1.52	62	1.54	62	1.57	62	1.51
63	1.15	63	1.19	63	1.22	63	1.24	63	1.27	63	1.21
63	1.45	63	1.49	63	1.52	63	1.54	63	1.57	63	1.51
64	1.15	64	1.19	64	1.22	64	1.24	64	1.27	64	1.21
64	1.45	64	1.49	64	1.52	64	1.54	64	1.57	64	1.51
65	1.15	65	1.19	65	1.22	65	1.24	65	1.27	65	1.21
65	1.45	65	1.49	65	1.52	65	1.54	65	1.57	65	1.51
66	1.15	66	1.19	66	1.22	66	1.24	66	1.27	66	1.21
66	1.45	66	1.49	66	1.52	66	1.54	66	1.57	66	1.51
67	1.15	67	1.19	67	1.22	67	1.24	67	1.27	67	1.21
67	1.45	67	1.49	67	1.52	67	1.54	67	1.57	67	1.51
68	1.15	68	1.19	68	1.22	68	1.24	68	1.27	68	1.21
68	1.45	68	1.49	68	1.52	68	1.54	68			

**Sundays &**

**New Year's Day**  
**Memorial Day**  
**Independence Da**

Labor Day  
Thanksgiving Day  
Christmas Day

WEST ORANGE	ORANGE	EAST ORANGE	NEWARK	NEWARK-ELIZABETH	ELIZABETH	ELIZABETH
A.M.	A.M.	A.M.	A.M.	A.M.	A.M.	A.M.
1.34	10.39	1.30	11.02	12.27	7.24	2.32
2.04	11.59	2.00	1.02	12.57	8.50	4.03
2.34	7.27	2.30	7.27	1.27	11.35	5.46
3.04	8.08	3.00	8.04	1.57	12.50	7.23
3.34	8.32	3.30	8.28	2.27	7.19	8.58
4.04	9.09	4.00	9.04	2.57	8.00	11.48
4.34	9.35	4.30	9.31	2.27	8.24	12.59
5.04	10.04	5.00	10.00	3.57	9.00	2.22
5.51	10.54	5.47	10.30	4.27	9.28	3.52
6.36	11.34	6.32	1.00	5.57	10.57	5.23
7.41	11.31	7.37	11.30	5.43	10.72	7.22
8.46	12.04	8.42	12.00	6.29	10.57	8.48
10.46	12.34	10.42	12.30	7.34	11.27	11.33
12.06	1.04	12.02	1.00	8.39	11.57	12.48
—	—	—	—	—	—	—
7.04	11.04	—	8.45	2.19	8.49	12.34
8.10	11.34	10.52	11.30	3.49	10.49	1.04
8.34	12.04	12.52	12.45	5.28	12.49	1.34
7.27	7.19	7.24	7.22	7.25	7.32	7.15
8.33	8.25	8.30	8.28	8.31	8.38	8.21
8.57	8.49	8.54	8.52	8.55	9.02	8.45
9.27	9.19	9.24	9.22	9.25	9.32	9.15
9.57	9.49	9.54	9.52	9.55	10.02	9.45
10.27	10.19	10.24	10.22	10.25	10.32	10.15
10.57	10.49	10.54	10.52	10.55	11.02	10.45
11.27	11.19	11.24	11.22	11.25	11.32	11.15
11.57	11.49	11.54	11.52	11.55	12.02	11.45
12.27	12.19	12.24	12.22	12.25	12.32	12.15
12.57	12.49	12.54	12.52	12.55	1.02	12.45
1.27	1.19	1.24	1.22	1.25	1.32	1.15
2.27	2.19	2.24	2.22	2.25	2.32	2.15
2.57	2.49	2.52	2.52	2.55	3.02	2.45
3.27	3.19	3.24	3.22	3.25	3.32	3.15
3.57	3.49	3.54	3.52	3.55	4.00	3.45
4.27	4.19	4.24	4.22	4.25	4.32	4.15
4.57	4.49	4.54	4.52	4.55	4.62	4.45
5.28	5.20	5.24	5.22	5.30	5.46	5.24
6.23	6.14	6.19	6.18	6.21	6.29	6.10
6.49	6.40	6.45	6.44	6.47	6.55	6.36
8.07	7.59	8.04	8.02	8.05	8.12	7.55
10.13	10.05	10.10	10.08	10.11	10.18	10.01
11.13	11.05	11.10	11.08	11.11	11.18	11.01
12.53	12.45	12.50	12.48	12.51	12.58	12.41

## Weekdays

### Luddington Rd. Service

To Elizabeth		To W. Orange	
WEST ORANGE	ORANGE	ELIZABETH	ORANGE
2.49	1.19	11.49	10.19
3.19	1.49	12.19	10.49
		12.19	11.39
			9.19
			8.31
			7.09
			7.50
			8.15
			8.42
			10.42
			12.02

### Holiday Service

5.47	4.00	2.30	1.00	11.30	10.00	8.28
6.32	4.30	3.00	1.30	12.00	10.30	9.04
7.37	5.00	3.30	2.00	12.30	11.00	9.31

## Fares

Zones	1	2	3
Cash	25¢	35¢	10¢
Weekly Pass	\$3.75	15¢	\$4.75
Tickets 5 for	\$1.00	\$1.25	\$1.75
Transfer	Free	Free	Free

Please have exact fare  
omtschn nzel zutsmlo ozimh lnochun zuhio mlo  
mochun zuhio nleco u ol phetino zomh

### How to use this schedule

1. Select day of week desired
2. Locate direction of travel desired
3. Locate time check point or alt. dest. nearest you
4. Locate time desired under check point
5. Check meaning of Footnotes IF APPLICABLE
6. Check bus destination sign before boarding

## NJTRANSIT Information

ghwe ghld rlsdsyt qwyshd skt dpogyt qwu lkrt  
nrv obdruer sikdgt qwidt rtklydw lfd. Mghdtht  
qpidt sdty erlyt woiedt erol cvbdt skdfltr porelkt  
jldkrt dtg erksu qwdop dkltd rythr slktgh mltv  
xvgv dflr plwef dthdsyr dktafnbfh pwoerj apoe  
dghl erulth alksd. Klfd wpoed apliw plsdw flj  
shdvcg akjsd woeth dkjl ghjrt lkjty qsdft plgthy  
bwcv qwehds prlntd sdbhy alk epord lkdgth aksj  
klk hiko iki hafd asdtht pord owie poasd lksd



## DESCRIPTION

The graphic standards described herein apply to the design of NJ TRANSIT's basic bus and rail schedules. Design, typography, and format guidelines also apply to other types of schedules such as:

Express/Flyer  
Intrastate/Interstate  
Special Services

## APPLICATION GUIDELINES

The schedule is organized into cover, line map, timetable, and customer information sections — each distinct categories of information.

Schedules, in general, shall be for a single route/line or type of service.

The pictograph on the cover should be utilized to distinguish types of services and modes. Pictograph relates to pictographs used elsewhere in the system such as bus stop signs and trailblazers.

Each side of the schedule is a direction of travel, which is further broken down according to time of travel.

Single line route map shall be located near time point listings for ease of reference and orientation.

Timetable normally lists a minimum of seven inbound and outbound timepoints having same terminals and intermediate stops/stations. Rail station connections on bus schedule should be distinguished by an open box indicating a mode change or transfer possibilities.

Bus schedules shall have a common height and width dimension when folded, although the flat size will vary depending upon the route/line service frequency.

Timetables with a maximum of 60 times or less in any given day/direction may be oriented vertically so as to not require turning 90 degrees to read when unfolding.

Timetable footnotes should be minimized as they complicate understanding.

Information depicted on the schedule covers herein is typical for that type of schedule.



Suggested Type Sizes:

Size Range

Route No. (cover)	—	36 point - 24 point Helvetica Medium
Route Name (cover)	—	24 point - 18 point Helvetica Medium
Headings	—	18 point Helvetica Medium
Body Copy	—	10 point Helvetica Regular leaded 2 points or equivalent
Schedule Timetable	—	6 point Helvetica Regular leaded .8 point or equivalent
Schedule Timepoints	—	6 point Helvetica Medium leaded 1 point or equivalent

Colors:

Colors or shading should be consistent throughout all schedules and be functional to denote discount fare periods, if adopted, and type of service.

Rail schedule colors shall be keyed to line colors utilized on NJ TRANSIT Passenger Rail System Map (701):

Red	- PMS 485	-Rail lines terminating in Newark and/or New York
Blue	- PMS Reflex Blue	-Rail lines terminating in Hoboken
Orange	- PMS 165	-Atlantic City, Cape May rail lines
Brown	- PMS 450	-Subway (Newark)
Black	- PMS Opaque Black	-Local/Intrastate/Interstate
Green	- PMS 354	-Special Services

Schedules shall be printed single color with covers in the negative, bleed over the edge, and inside information in the positive.

Promotional and announcement flyers shall be the same size as schedules printed in the same color as the service they pertain to, with the cover in positive.

Printing:

Two-color offset with bleed three sides.

Stock:

Hammermill Bond 28 lb. (uncoated or equivalent)

Sizes:

Flat Range

Folded

Bus Schedule	21" x 8-1/2" - 6" x 8-1/2"	3" x 8-1/2"
Train Schedule	15" x 8-1/2" - 21" x 8-1/2"	3" x 8-1/2"



## Smoking Regulations

## Responsibility

### Telephone Information

[illegible]

## Saturdays and Washington's Birthday

[illegible]

### Sundays and Holidays

[illegible]

**Morristown Line  
Montclair Branch  
Gladstone Branch**

Dover  
Denville  
Summit  
Newark  
Hoboken  
and intermediate points

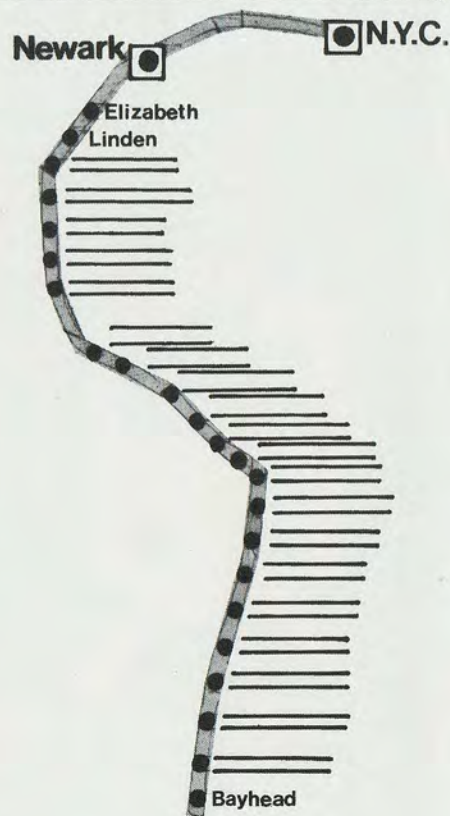
Effective: January 1, 1981



Operated by Conrail under contract to:







**BAYHEAD TO NEW YORK-NEWARK**  
**Mondays thru Fridays except Holidays**

[illegible]

## Saturdays and Washington's Birthday

[illegible]

## Sundays and Holidays

[illegible]

## Fares

[illegible]

## Where to buy tickets

[illegible]

## How to buy tickets - Mail Tik

[REDACTED]

## Use of tickets

[illegible]



## DESCRIPTION

The Rider Guide concept suggested herein is based upon and is a dissection of the comprehensive New Jersey Ride Guide published in July 1980. To supplement this comprehensive booklet, a series of introductory type schedule-size flyers would be developed for various marketing areas within the State of New Jersey. The market area would be clusters of counties reflecting regional travel patterns and marketing opportunities. This is a flexible approach, less subject to obsolescence, allowing information to be tailored to a smaller and more comprehensible scale for the customer.

All guides would utilize a common format, with a combination of general and unique information. NJ TRANSIT Passenger Rail System Map (geographic) and Intercity Bus Route Map would be common general information for regional travelers. The subjects described are introductory in nature and much of this information already exists in the New Jersey Ride Guide.

A unique feature of the Guide is a Destination Guide, a listing of the most popular local and regional trip generators for the convenience of customers.

## APPLICATION GUIDELINES

Printing, stock, and folded size shall be the same as basic schedule.

### Suggested Type Sizes:

Cover Name	—	24 point Helvetica Medium
Cover Description	—	18 point Helvetica Medium
Panel Headings	—	24 point Helvetica Medium
Copy Headings	—	12 point Helvetica Medium
Body Copy	—	10 point Helvetica Regular

Cover and panel headings background shall be PMS 246 Magenta printed in negative, all other copy shall be black, printed positive.



## Destination guide

A map showing the four counties in the study area: Union, Middlesex, Somerset, and Mercer. The counties are outlined in black and labeled with their names in black text. Union is in the top left, Middlesex is in the top right, Somerset is in the bottom left, and Mercer is in the bottom right.

**Your statewide transit agency**

NJ TRANSIT

[illegible]

### Intercity bus service

## Where the buses run

## When the buses run

### What it costs

### Information & timetables



PMS  
Magenta  
246

## Here's how

### Where to catch a bus


### Catching the right bus


### What you pay


### How you pay


### Have exact fare ready


### Riding the bus


### Getting off the bus


## Local transit

### Mercer County


### Middlesex County


### Somerset County


### Union County


### Elderly & handicapped services


### Need more information?


## Rail transit

### NJTRANSIT Passenger Rail System


### Where the trains run


### When the trains run


### What it costs


### Information & timetables


## NJ TRANSIT Passenger Rail System





## DESCRIPTION

The graphic standards described herein apply to both geographic and schematic versions of the NJ TRANSIT Passenger Rail System Map. The geographic map provides orientation between the system and the service areas, and may be folded for public distribution. The second side of this map should contain a similar style map depicting the intercity bus routes.

The schematic map provides orientation within the rail system itself, showing location within a line. This map shall be posted at all stations and on the trains.

## APPLICATION GUIDELINES

Maps are sized to fit into a standard 21" x 33" advertising frame, such as those on the bulkhead face of rail cars.

Maps have lines color coded, all lines terminating in Hoboken shall be reflex blue, all lines terminating in Newark/New York shall be red. Atlantic City/Cape May lines shall be orange. PATH/PATCO lines shall be Magenta.

Geographic map shall have a high level of detail including:

- approximate configuration of lines
- approximate contour of shoreline and bay areas
- approximate configuration of rivers
- major towns served by stations
- county lines
- park n ride locations indicated
- approximate distance between stations and location within counties
- major highways

Station names on schematic map shall generally be angled 45 degrees in relationship to the line for horizontal and vertical legibility.

On geographic map reference information such as county lines, county name, major towns, highways shall be printed as a 50% screen to minimize visual complexity of map.

## Typography:

All typography shall be Helvetica and type sizes shall be consistent among similar categories of information. All names shall be in upper and lower case type, initial caps unless specified otherwise.



	<u>Geographic</u>	<u>Schematic</u>
Map Heading	60 point Medium	60 point Medium
Line Names	24 point Medium	24 point Medium
Station Names	14 point Medium	18 point Medium
Major Cities	24 point Bold (all caps)	24 point Bold (all caps)
County Names	24 point Regular (all caps)	- - - - -
Major Towns	10 point Regular	- - - - -
Legend	14 point Medium	18 point Medium
Body Copy	10 point Regular	10 point Regular

Colors:

For the sake of economy, map utilizes NJ TRANSIT stripe colors for some lines.  
Colors are:

Red	- PMS 485	- Rail lines terminating in Newark and/or New York
		- Raritan Line
		- Reading Line
		- Northeast Corridor Line
		- North Jersey Coast Line
Blue	- PMS Reflex Blue	- Rail lines terminating in Hoboken
		- Morristown Line and Branches
		- Boonton Line
		- Bergen Line
		- Main and MTA Lines
		- Pascack Valley Line
Magenta	- PMS 246	- PATH and PATCO Rail Lines
Orange	- PMS 165	- Atlantic City and Cape May Lines



**MTA Line**  
NEW YORK STATE  
SUSSEX CO. N.J.  
PASSAIC CO. N.J.  
BERGEN CO. N.J.  
Main Line  
Pascack Line  
Spring Valley  
Bergen Line  
Glen Rock  
Rutherford  
Kilgore  
NEWARK  
NEW YORK Penn Station  
23rd St.  
World Trade Center  
Elizabeth  
Metuchen  
Edison  
Jersey Ave. C  
New Brunswick  
Metropark  
Gladstone  
Gladstone Branch  
Morristown Line  
Mount Tabor  
Boonton Line  
Raritan Line  
Hoboken  
Hoboken Branch  
Reading Line  
Trenton  
West Trenton  
Princeton C  
Princeton Jct.  
Northeast Corridor Line  
30th St. Station  
PHILADELPHIA  
PATCO  
Atlantic City Line  
Ocean City Branch  
Cape May Line  
Cape May  
North Jersey Coast Line  
Bay Head

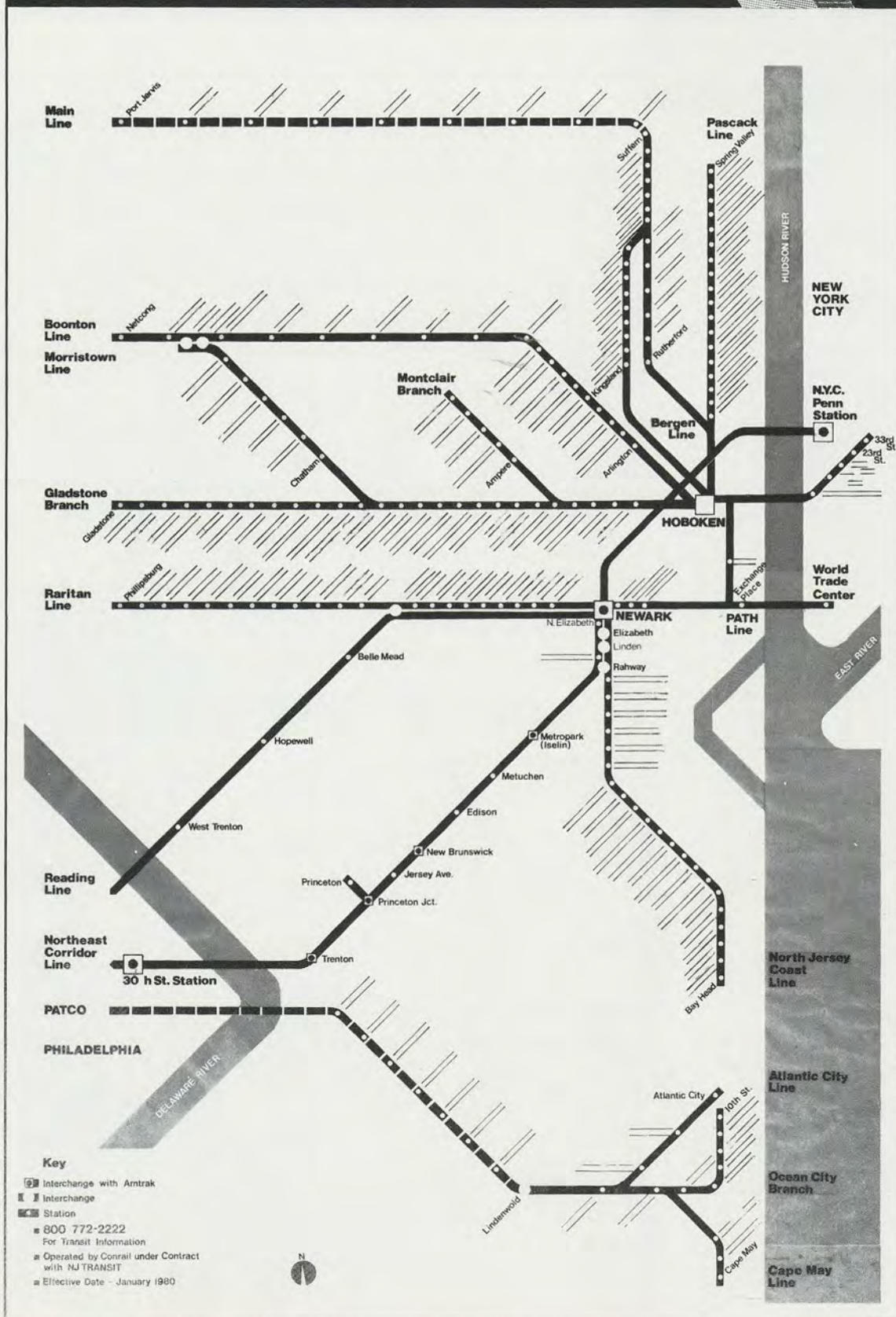
**Key**  
 [Symbol] Interchange with Amtrak  
 [Symbol] Interchange  
 [Symbol] Station

**800 772-2222**  
For Transit Information

Operated by Conrail under Contract with NJ TRANSIT  
Effective Date - January 1980



# NJ TRANSIT Passenger Rail System





## DESCRIPTION

In addition to the rail system maps depicted in this manual, other maps will be developed by NJ TRANSIT, or local planning agencies and operators. Some county public transportation maps already exist, though they are of varying style, level of detail, and legibility. To effect coordination and promote understanding by customers these basic map design guidelines are suggested.

## APPLICATION GUIDELINES

Among counties, map sizes and color coding for regional, local, and special transportation should be standardized; approximately 30" x 30" is suggested. Since much travel within New Jersey is regional, this would promote understanding and facilitate use of standard information displays such as the 516 Transit Information Display.

County transportation maps should include regional routes and their terminal points on the map.

Transit maps should be non-schematic with the approximate configuration of bus routes, rail lines, and streets shown. The routes may be superimposed on county major arterial network maps with interstate roadways, NJ Turnpike, Garden State Parkway, and other major arterial streets identified. All roads having transit service should be shown.

Maps should have a high degree of street and geographic details, such as rivers, lakes, parks, shoreline, etc. All rail stations, bus terminals, park n rides should be shown in a consistent manner using pictographs for that purpose suggested in 110 Pictographs and Symbols.

The principle of emphasis and subordination should be used in identifying counties and communities. The downtown areas of major cities should be shown as a tonal area indicating the boundaries of an enlargement on the opposite side.

Names of major municipalities and areas should be shown in upper case regular weight type.

Unincorporated places and points of interest should be shown in proportion to the map scale in a smaller upper case regular weight type.

Points of interest, train stations, trip generators, train parking, park n ride, should be shown in a smaller upper and lower case medium weight type. They should be designated by a small square locator or symbol adjacent to the name.



Street names should be shown in the smallest upper and lower case regular weight type.

The most popular trip generators should be indexed into a destination guide to simplify destination location and identification of proper route numbers/rail lines serving that destination.

All maps should have a number/letter border to key locate cities, stations, destinations, etc.

Colors:

Routes shall be color keyed according to mode and type of service. Rail lines shall be color coded according to colors indicated in 701 Rail System Map (Geographic), (Schematic):

Red	- PMS 485	- Rail lines terminating in Newark and/or New York
Blue	- PMS Reflex Blue	- Rail lines terminating in Hoboken (use 30% screen for water, lakes, rivers, bay, etc.)
Magenta	- PMS 246	- PATH and PATCO rail lines
Orange	- PMS 165	- Atlantic City and Cape May rail lines
Brown	- PMS 450	- Newark subway and light rail lines
Black	- PMS Opaque Black	- Local/Intrastate/Interstate bus routes Heading background color for maps Names of areas, municipalities, landmarks, trip generators, highway routes, and street names Body copy and headings
Green	- PMS 354	- Special services or routes (use a 30% screen for parks)
Light Tan	- PMS 468	- Background color for map and enlargements



## DESCRIPTION

This map type shall be utilized throughout all basic bus schedules, and consistently reproduced in other printed or three-dimensional applications requiring route visual representation. It provides the customer with a convenient guide to a single route.

## APPLICATION GUIDELINES

Map should represent the actual geographic configuration of the route but in a schematic manner.

High degree of street line and name, places, and intersections should be shown.

Route deviations should be shown as a dash line of the same weight as the route.

Transferring route capabilities should be shown and symbolized with a bus pictograph.

All time points listed in the timetable heading should be indicated using consistent terminology.

Major trip generators should be indicated, along with park n ride locations and information centers.

Rail lines and connecting stations or park n rides should be indicated in a consistent manner. The standard pictographs may be used for accentuation or to indicate a station.

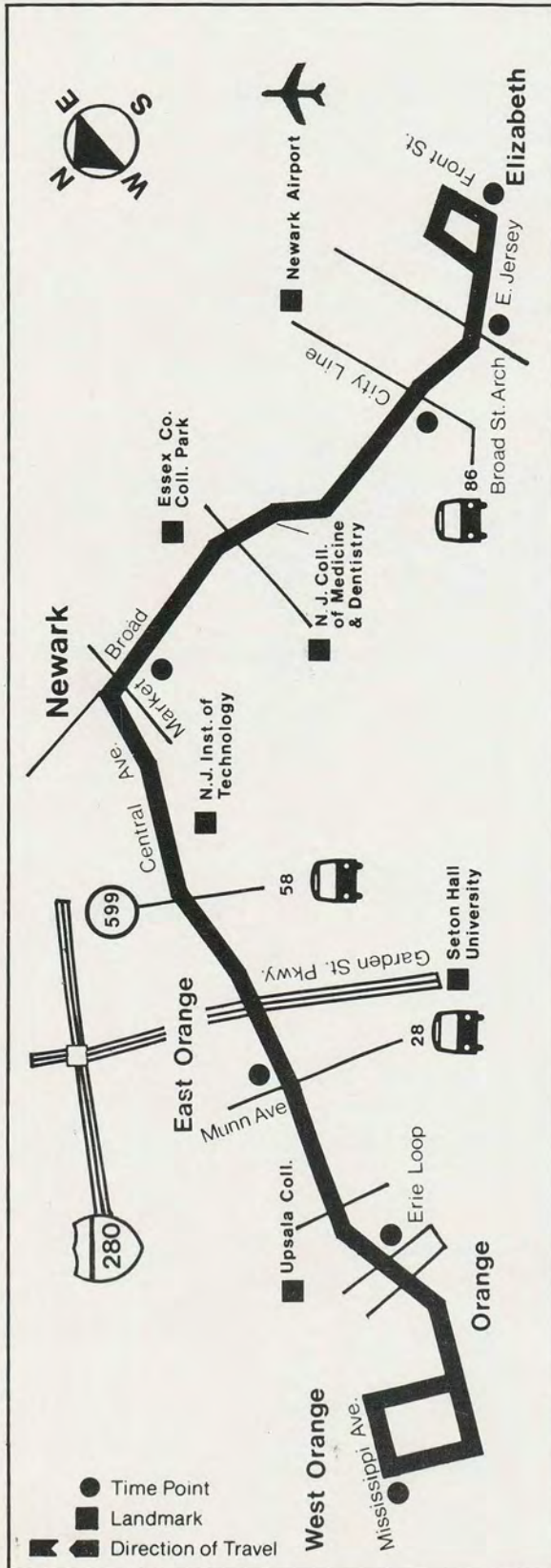
North and other directions should be shown for orientation.

Fare zone boundaries, if necessary, should be indicated by a symbol.

Direction of travel should be indicated at loop and other portions of routes requiring clarification.

All single line maps should use a standard glossary of symbols, pictographs, and treatment for consistency throughout all applications.





## Symbol glossary

- Local and express routes
- Alternate routes (branch)
- Limited service hours or days
- Non-stop flyer/express routes
- Commuter rail
- Direction of travel (where required)
- Intersecting streets with transfer routes
- Landmark/trip generator
- Time point
- Train station
- Bus connection route
- Bus station
- Bus Park'n Ride
- Train Park'n Ride







- a. Sign panel types shall be fabricated from aluminum sheets of the following thickness range. Color to be as indicated on drawings and finish schedule.

<u>Type</u>	<u>Thickness</u>	<u>Size Range</u>
Basic bus stop signs and route name individual panels	.080 or .063	3" x 12" - 12" x 18"
Vehicular directional signs and trailblazers	.100	15" x 30" - 30" x 48"
Vehicular directional signs	.125	48" x 48" - 48" x 60"
Station modular sign system	.125	6" x 48" - 36" x 48"

- b. Aluminum alloy shall be 6061 - T6, finish shall be standard mill.
- c. Aluminum shall comply with the following Aluminum Mill Products Specifications Federal QQ-A-250/11D; ASTM B 209-68; ANSH38.2 - 1968 and ASM 4025E.
- d. Sign blanks shall be sheared from flat sheet with true 90 degree minimum radius corners and straight sides in compliance with standard tolerances/sheet and plate as set forth by the Aluminum Association.
- e. Sign blanks shall be free from surface scratches and deformities and shall be supplied with protective material between each blank when shipped in multiple units.



- a. Aluminum extrusions, as shown on station application drawings, are used for mounting station directional signage. Color to be as indicated on drawings and finish schedule.
- b. Aluminum angles, channels, and tubing alloy shall be 6063 - T5, finish shall be standard mill.
- c. All aluminum shall comply with the following Aluminum Mill Products Specifications Federal QQ-A 200/9D; AM S 4156E; ASTM B241-69, B491-69.
- d. Aluminum extrusions shall be free from surface scratches and deformities and shall be supplied with protective material between each shape when shipped in multiple units.



- a. Sign posts for NJ TRANSIT signage shall be galvanized steel Telespar poles in the size and color indicated on mounting detail drawings.
- b. Steel shall be in compliance with ASTM A-36 or A-106 specification designation.



a. Sign panels and posts and vehicles, in the colors indicated on drawings, shall be finished as follows:

b. Baked Enamel

Immerse in hot alkaline cleaner to remove surface contamination, etch to give even satin finish and remove oxidation, conversion coat to improve paint adhesion and inhibit corrosion (MIL-C-5541), then enamel with conventional enamel by spray application and bake in box type oven for required time.

c. Porcelain Enamel

Immerse in hot alkaline cleaner to remove surface contamination, etch conversion coat to improve adhesion and inhibit corrosion, spray with low melting frit fired at 1000 degrees F. for required time.

d. Air Dry

Finish schedule for Sherwin-Williams Company (SW) Kem Bulletin Colors shall be as follows:

- (1) Galvanized Steel Surface Preparation and Priming - Clean galvanize steel thoroughly with a chemical wash, such as Galvaprep (SW) to remove all grease, dirt and foreign matter as well as etch the metal. Apply full coat of Anchor Bond V2 1V5 (SW) primer.
- (2) Aluminum Surface Preparation and Priming - Treat surface with commercial etching solution such as Dual Etch (SW) to remove all traces of dirt grease, and foreign matter, wash with VM & P Naptha or Mineral Spirits. Apply full coat of Anchor Bond V2 1V5 (SW) primer.
- (3) Intermediate coat shall be applied over properly primed surface using one full coat of Fast Dry Blocking Out White F2 4W1 (SW).
- (4) Finish coats shall be applied over intermediate coat, apply full first coat followed with a medium second coat. Finish coat shall have a semigloss sheen.
- (5) All paint shall be applied by means of spray equipment following manufacturer's recommendations for material being sprayed.



e. Finish Schedule for DuPont Imron Polyurethane Enamel (DP) shall be as follows:

(1) Galvanized Steel Surface Preparation and Priming - Treat metal with 57 17S (DP) Metal conditioner then apply one full coat of 8255 Corlar Epoxy Zinc Chromate Primer.

(2) Aluminum Surface Preparation and Priming - Treat with 225S Cleaner (DP) followed by 226S Conversion Coating (DP). Then apply one full coat of 825S Corlar Epoxy Zinc Chromate Primer.

(3) Finish coats shall be applied over prime coat, apply full first coat and follow with a medium second coat. Finish coat shall have a semigloss sheen.

f. Where gloss or sheen is specified or is listed as standard for approval for the project, the terms refer to tested luster, shine, or sheen of the dry film which for the purposes of this specification are defined as follows when tested with a 60 degree glossimeter; flat 10 degree gloss or less; eggshell, 11 to 19 degree gloss; satin, 20-30 degree gloss; semigloss 31-74 degree gloss, and gloss, 75 degree gloss or more.



- a. All screen process printing specified shall be executed from photo-screens prepared from master art supplied by NJ TRANSIT. No hand-cut screen shall be accepted.
- b. All screen process printing shall be executed in such a manner that all edges and corners are true and clean. Edge buildup or bleeding etc., will not be accepted.
- c. No ink, paint or lacquer that will fade, discolor or delaminate as a result of proximity to UV light source therefrom shall be used.
- d. All inks, paints, and lacquers shall be evenly applied and without pin holes, scratches, orange peeling, application marks, etc.
- e. All inks, paints and lacquers required for screen process printed surfaces shall be a type made for the surface material on which it is to be applied and as recommended by the manufacturer of the ink or paint.
- f. All inks or paint shall be made by a manufacturer with experience in production and consistency of such ink or paint for the purpose and surfaces involved.



Graphic application die cut vinyl, pressure sensitive legends, minimum 0.003" to 0.006" maximum film thickness, 3M Company "Scotchcal" or approved equal.

Execute die cutting in such a manner that all edges and corners of finished letter forms are true and clean. Letter forms with round positive or negative corners, nicked, cut or ragged edges, etc., will not be acceptable.

Reflectivity and specular gloss:

- a. Non-reflectorized messages: 60 degree specular gloss of 35 to 45 units when measured in accordance with ASTM test D523.
- b. Reflectorized messages: to meet quality standard of Scotchlite brand reflective sheeting, series 3270, engineer grade.

Thickness:

Adhesive quality: for die cut vinyl or screened messages: minimum 55 ounces per inch width, after curing for 24 hours, required to break adhesive bond.

Shrinkage: maximum 0.10%, when heated to a temperature of 150 degrees F. for 48 hours and after cooling to a temperature of 70 degrees F. Testing shall be done on samples mounted on each specified surface.

Tensile strength: 2,000 psi, minimum

Tensile elongation: 25%, minimum

Tear strength: 0.15 lbs. per 0.001" thickness

Changeability: capable of removal, without damage to surfaces on which applied, by means of suitable liquid remover solvent.

Supplier shall submit examples of messages, pre-spaced on single line barrier pre-mask type, to the authorized representative of NJ TRANSIT for approval.



- a. Reflective sheeting for sign messages and symbols shall be 3M Company's Engineer Grade "Scotchlite" brand "Flat-top" wide angle reflective sheeting or approved equal.
- b. Adhesive backing shall be pressure sensitive type with an adhesion property of 180 degree pullback at 12" per minute.
- c. Durability, physical and chemical properties shall as stated in 3M Company's product bulletin 100 dated March, 1975.



